WARDS

WALLPAPER

AND PAINT

MONTGOMERY WARD U. S. A.

THE COVER on this book is one of the newest and smartest wallpaper patterns of 1936. Created by a foremost American artist, it has been highly praised by many well-known decorators as one of the outstanding designs of the year. Of course, the cover shows only the pattern and color . . . for an actual sample of the paper itself . . . for a full description and for Wards low price . . . turn to page 73.

And for America's finest line of Paints, Varnishes and Enamels at money-saving prices, see the pages in the back of this book.

Here's Why!

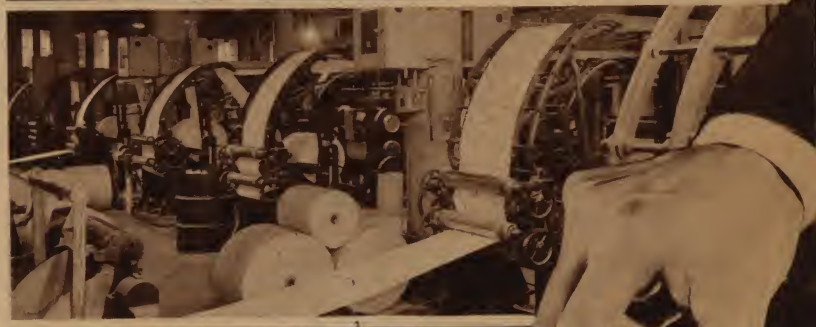
30¢ Wall Paper is 15¢ AT WARDS

Wall Paper for Nearly a Million Homes

Wards sell more wall paper than any other store in America . . . enough in a single year to paper nearly a million homes. That means enormous buying power and lowest possible manufacturing costs. It means you get newer, fresher paper, too.

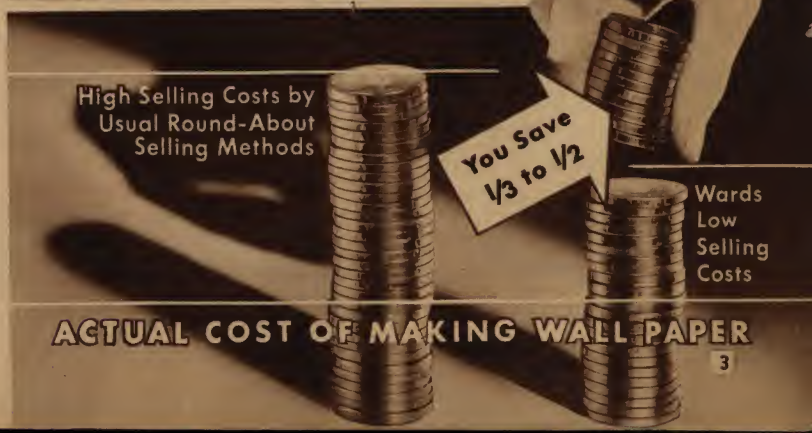
Huge Production Cuts Designing Costs

Designing costs of Wards patterns are spread over millions of rolls . . . instead of a few thousand. That's another reason Wards can reproduce expensive imported patterns and the finest designs made in this country for a fraction of the usual prices.



Keeping Mills Busy Cuts Manufacturing Costs

The same huge mills that make Wards wall paper, make nearly half of the wall paper used in the United States each year. It's all made from the same fine materials . . . on the same modern machinery . . . and by the same skilled workmen. And everyone knows busy mills assure lower operating costs.



Economical Selling Increases Savings Even More

Wards wall paper comes direct from the mill to Wards to you, by the most economical method of distribution known. No extra handling costs or expensive showroom selling methods. That's why 30 cent paper is 15 cents at Wards . . . why you save ⅓ to ½ when you buy your paper from Wards.

CBAKS **MONTGOMERY WARD**

ACTUAL COST OF MAKING WALL PAPER

For Extra Savings HANG YOUR OWN PAPER

Wards Make It Easy

Pasting and Folding

As soon as your paper arrives you'll be so pleased with its beauty you'll want to start hanging it right away. Notice the fine, heavy quality and the lovely colors. Isn't your room going to look grand? But first, clear your room so you'll have plenty of working space. Besides, you don't want to spill paste on your furniture or rug. Don't use too much paste and don't crease the paper when you fold it.

Complete, detailed instructions

Included with every shipment of Wards Wall Paper

Papering a room doesn't require professional skill. You may use ordinary tools to be found in almost every home—a sharp knife or shears, 6-inch or larger brush, whisk-broom, and a furniture caster. If you want to do the work the easiest way, we suggest a regular Wall Paper Seam Roller, Wheel Knife, or Trimmer, Smoothing Brush and Paste Brush. You'll find this equipment on Page 92 and paste on Page 85 of this catalog.

Trimming the Margin

After you've pasted and folded either ceiling or side wall paper, trim the margin away with a wheel knife or long shears. This removes excess paste which accumulates along the edge of the paper and assures a smooth, clean-cut seam.

We'll trim your paper FREE if you request it, but professional paper hangers demand theirs untrimmed, for they know they get a neater job. We strongly recommend that you trim each strip after pasting, for best results.

Ceiling First

You'll probably think of the ceiling last, because ceiling paper doesn't have quite so much appeal as side walls and borders. But always hang the ceiling first so you can lap the edges down over the side walls. Besides, hanging ceilings first helps keep side walls clean.

Sometimes a new ceiling alone gives your room a fresh, bright appearance and make it seem higher.

Side Walls Come Next

Can't you see from the very first strip what a difference new wall paper is going to make in your room and how much nicer your furniture will look? And isn't it fun to watch the background grow before your eyes and to know you're doing it all yourself? Don't worry if a little paste oozes out between the seams or you make some smudges. If you're using Wards Washable Paper, you can wipe the paste away in a jiffy and not leave a spot.

And Last of All—the Border

The finishing touch to any room, an attractive border. Practical, too, for it covers the side wall and ceiling seam. Actual borders vary in width from the samples printed in this book. See description for width.

There are lots of other ways to use borders—around doors, open arches, or windows, to outline panels, to decorate furniture, screens, waste baskets, boxes — dozens of things you'll think of yourself. Additional borders shown on Page 84.

Leave it to Wards to make a lovely non-fading paper for 5c a single roll

CLEANABLE

5c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

We know that thousands of our customers want an inexpensive Paper that's pretty and practical. So we made this allover flowered pattern in soft lovely shades and priced it way under its actual value of 15c a single roll. Fade-proof, of course, like all Wards papers. Not washable like our better papers, but easily cleaned with Wards Wall Paper Cleaner.

Since the colors and background will harmonize with almost any draperies and furniture, you'll find it equally pretty in bedroom, living room or hall. Adaptable for gable end rooms or for panels.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 600—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **10c**

576 C 4600—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **3c**

576 C 675—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **10c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.02
10 x 12 ft.	9 ft.	5	16	2	1.18
10 x 14 ft.	9 ft.	6	18	3	1.44
12 x 12 ft.	9 ft.	6	18	3	1.44
12 x 14 ft.	9 ft.	6	19	3	1.47
12 x 16 ft.	9 ft.	7	21	4	1.73
14 x 16 ft.	9 ft.	7	22	4	1.76
14 x 18 ft.	9 ft.	8	23	4	1.89

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Of course Wards save you money! our 5¢ wall paper is an actual 15¢ value

CLEANABLE

5c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Where else can you find a paper as strikingly modern as this with such bright non-fading colors for 5c a single roll? Only at Wards, where selling by mail eliminates unnecessary expenses, are prices so reasonable.

This pattern was designed and colored especially for Ward customers and because we wanted to sell it at the lowest possible price, we decided to make it non-washable. You can, of course, clean it with Wards Wall Paper Cleaner. You'll find it gay and colorful for kitchen, pantry, halls, or bathroom. And think how inexpensive!

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 601—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **10c**

576 C 4601—BORDER BAND. 2⅛ In. Wide. One Yard. Ship. wt. 1 oz. **3c**

576 C 675—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **10c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.02
10 x 12 ft.	9 ft.	5	16	2	1.18
10 x 14 ft.	9 ft.	6	18	3	1.44
12 x 12 ft.	9 ft.	6	18	3	1.44
12 x 14 ft.	9 ft.	6	19	3	1.47
12 x 16 ft.	9 ft.	7	21	4	1.73
14 x 16 ft.	9 ft.	7	22	4	1.76
14 x 18 ft.	9 ft.	8	23	4	1.89

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Just Because You Wish to Spend Only a Small Sum....

CLEANABLE

5c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Don't be content with an unattractive inferior paper. This plaster effect flatters any room because it blends with practically all colors and all types of furniture. Although this is one of Wards lowest priced papers, it is printed with clear, non-fading colors on good paper stock. Even though it hasn't the washable feature of our more expensive papers, it will last for years because the colors are dark enough not to soil easily. And, of course, you can clean it. You'll find this pattern suitable for up or downstairs rooms or adjoining rooms and halls where you want to create the effect of more space.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 602—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **10c**

576 C 4602—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **3c**

576 C 675—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **10c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.02
10 x 12 ft.	9 ft.	5	16	2	1.18
10 x 14 ft.	9 ft.	6	18	3	1.44
12 x 12 ft.	9 ft.	6	18	3	1.44
12 x 14 ft.	9 ft.	6	19	3	1.47
12 x 16 ft.	9 ft.	7	21	4	1.73
14 x 16 ft.	9 ft.	7	22	4	1.76
14 x 18 ft.	9 ft.	8	23	4	1.89

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Why do most women like Delicately Flowered Bedroom Paper?

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Because . . . women always like things that are dainty, fresh, fragrant and above all, in style. Flowered wall paper is very much in style this season, and here's just the pattern for the woman who wants pastel colors, satin stripes, and a creamy, flattering background.

Just the thing, too, from the economy point of view, for it's one of Wards lower priced patterns, made on heavy washable paper with soft toned fadeless colors. Even the satiny stripes retain their sheen permanently and satin stripes are extremely good this year. You'll find this paper a lasting joy.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 603—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

576 C 3603—BORDER BAND. 3¾ In. Wide. One Yard. Ship. wt. 1 oz. **3½c**

576 C 676—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.39
10 x 12 ft.	9 ft.	5	16	2	1.61
10 x 14 ft.	9 ft.	6	18	3	1.98
12 x 12 ft.	9 ft.	6	18	3	1.98
12 x 14 ft.	9 ft.	6	19	3	2.02
12 x 16 ft.	9 ft.	7	21	4	2.39
14 x 16 ft.	9 ft.	7	22	4	2.42
14 x 18 ft.	9 ft.	8	23	4	2.61

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Just What I've Been Looking For!

A PLAIN PAPER AT A LOW PRICE TO USE WITH MY FIGURED DRAPERIES AND RUGS"

WASHABLE

7½c

SINGLE ROLL

NON-FADING

We know hundreds of women will say just that when they see this warm tan paper with its colorful modern border. It's a grand pattern for living room, dining room, hall or even a bedroom, where you want to use figured draperies and rugs. You'll find it effective with many different colors. Of course, it's nice, too, with plain things to make a room seem more spacious. And the price is very reasonable. Only 7½c a roll for this fine quality fade-proof, washable paper—a bargain made possible by Wards direct by mail selling.

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 604—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

576 C 4604—BORDER BAND. 2⅜ In. Wide. One Yard. Ship. wt. 1 oz. **3½c**

576 C 676—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.39
10 x 12 ft.	9 ft.	5	16	2	1.61
10 x 14 ft.	9 ft.	6	18	3	1.98
12 x 12 ft.	9 ft.	6	18	3	1.98
12 x 14 ft.	9 ft.	6	19	3	2.02
12 x 16 ft.	9 ft.	7	21	4	2.39
14 x 16 ft.	9 ft.	7	22	4	2.42
14 x 18 ft.	9 ft.	8	23	4	2.61

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Just Think! Only 7½c a roll for Fadeproof, Washable Wall Paper

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Good paper, too, made of fine stock and printed in lasting colors. You can make your kitchen, pantry or hall look like entirely different places by papering them with this modern tile design. And isn't it gay with the fascinating irregular blocks in cheerful peach, cream, and green tones?

You really get a lot for a little money at Wards because the price of the wall paper does not include the extra expenses of a show-room and other costly selling methods.

Perhaps you'd like to use your extra savings for new ivory or green woodwork. You'll find paints on pages 85 to 92 of this catalog.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 605—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

576 C 4605—BORDER BAND. 2¾ In. Wide. One Yard. Ship. wt. 1 oz. **3½c**

576 C 801—CEILING to Harmonize. (See Page 81) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.39
10 x 12 ft.	9 ft.	5	16	2	1.61
10 x 14 ft.	9 ft.	6	18	3	1.98
12 x 12 ft.	9 ft.	6	18	3	1.98
12 x 14 ft.	9 ft.	6	19	3	2.02
12 x 16 ft.	9 ft.	7	21	4	2.39
14 x 16 ft.	9 ft.	7	22	4	2.42
14 x 18 ft.	9 ft.	8	23	4	2.61

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Now There's a Paper I Like, Plain Without Being Dull."

WASHABLE

7½c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"A little different from plaster effects, a little different from other plain papers—just enough different to make it unusual." Hundreds of women will feel the same way about it, for it combines all the best features of plaster effects, mottled and oatmeal papers, and high lighted designs without being expensive. Notice the flecks of color and delicate sheen. You'll find it perfect to use in rooms where you already have lots of color or figures. You'll find it perfect in price, too, for buying through Wards catalog is the way to real economy.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 606—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

576 C 4606—BORDER BAND. 2⅜ In. Wide. One Yard. Ship. wt. 1 oz. **3½c**

576 C 801—CEILING to Harmonize. (See Page 81) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.39
10 x 12 ft.	9 ft.	5	16	2	1.61
10 x 14 ft.	9 ft.	6	18	3	1.98
12 x 12 ft.	9 ft.	6	18	3	1.98
12 x 14 ft.	9 ft.	6	19	3	2.02
12 x 16 ft.	9 ft.	7	21	4	2.39
14 x 16 ft.	9 ft.	7	22	4	2.42
14 x 18 ft.	9 ft.	8	23	4	2.61

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Fond of Cretonnes? Then you'll like This Gaily Flowered Design

WASHABLE

7½c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

You know, of course, how frequently interior decorators use bright, cheerful cretonnes in dark rooms to make them brighter. Just imagine how colorful your room will be with the walls covered with this vivid cretonne design. An adaptable pattern, too, that will be equally pretty downstairs or in bedrooms or halls upstairs. Since the paper is so brightly figured, it would be particularly nice with plain rugs and draperies. Non-fading, of course, and washable. A bargain at 7½c a single roll—enough sidewall, border and ceiling for a 10 by 12 ft. room for only $1.61.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 607—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

576 C 4607—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **3½c**

576 C 677—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.39
10 x 12 ft.	9 ft.	5	16	2	1.61
10 x 14 ft.	9 ft.	6	18	3	1.98
12 x 12 ft.	9 ft.	6	18	3	1.98
12 x 14 ft.	9 ft.	6	19	3	2.02
12 x 16 ft.	9 ft.	7	21	4	2.39
14 x 16 ft.	9 ft.	7	22	4	2.42
14 x 18 ft.	9 ft.	8	23	4	2.61

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Aunt Alice Is Coming and Our Guest Room Looks Terrible . . .

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Can't we do something about fixing it?"

"Well, yes, if it doesn't cost too much."

"It won't. We'll paper it and spend less than three dollars. New Wall Paper really does make a room over. See, here's Wards Sample Book and I've already selected a pattern. These pastel flowers are so dainty and they'll stay just as fresh as they are for years, because the colors are fadeproof and the paper washable. You know that glistening sheen will make the whole room brighter. This same pattern would be pretty for our downstairs rooms, too. It's only 7½c a single roll."

"Why, that's only $1.61 for the whole bedroom. Order it right away and I'll hang it myself. That's what I call a bargain."

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 608—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

576 C 4608—BORDER BAND. 2⅜ In. Wide. One Yard. Ship. wt. 1 oz. **3½c**

576 C 677—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **15c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.39
10 x 12 ft.	9 ft.	5	16	2	1.61
10 x 14 ft.	9 ft.	6	18	3	1.98
12 x 12 ft.	9 ft.	6	18	3	1.98
12 x 14 ft.	9 ft.	6	19	3	2.02
12 x 16 ft.	9 ft.	7	21	4	2.39
14 x 16 ft.	9 ft.	7	22	4	2.42
14 x 18 ft.	9 ft.	8	23	4	2.61

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Penny Wise Is Pound Wise at Wards

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 609—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

576 C 4609—BORDER BAND. 3 In. Wide. One Yard. Ship. wt. 1 oz. **4c**

576 C 678—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

. . . Because you can paper a bedroom 8 by 10 feet, including side wall, ceiling and border for only $1.64 with this smart floral pattern colored in the newest tones. Notice the large diamonds outlined in vines and the abundance of silver in the cameo motifs, both characteristic of much more expensive papers. And the cream background gives lots of light to a room.

Both colors and finish are permanent. None of Wards papers fade, and this one is washable, too. A really remarkable value for the person who wants to save every penny possible and still get quality wall paper. You may order it on the Budget Plan if you choose. See Page 5.

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.64
10 x 12 ft.	9 ft.	5	16	2	1.90
10 x 14 ft.	9 ft.	6	18	3	2.34
12 x 12 ft.	9 ft.	6	18	3	2.34
12 x 14 ft.	9 ft.	6	19	3	2.38
12 x 16 ft.	9 ft.	7	21	4	2.82
14 x 16 ft.	9 ft.	7	22	4	2.86
14 x 18 ft.	9 ft.	8	23	4	3.08

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Your Living Room Looks Simply Stunning with this New Paper . . .

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

AREN'T YOU PROUD OF IT?"

"Indeed I am! And I'm proud of the money I saved too. I looked at papers here for weeks and they were all so expensive I'd about given up. Then I sent for Wards Sample Book and found they had a complete line of the most beautiful papers I'd ever seen—and so reasonably priced, too.

"This imitation plaster is light and colorful with lots of gold in the border to reflect even more light. And just think, it's fadeproof and washable and only 9c a single roll. The paper for my large living room cost only $2.38. Isn't that a bargain? And you can buy anything from Wards on a Budget Plan of Monthly Payments." See Page 5.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 610—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

576 C 4610—BORDER BAND. 2⅜ In. Wide. One Yard. Ship. wt. 1 oz. **4c**

576 C 678—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.64
10 x 12 ft.	9 ft.	5	16	2	1.90
10 x 14 ft.	9 ft.	6	18	3	2.34
12 x 12 ft.	9 ft.	6	18	3	2.34
12 x 14 ft.	9 ft.	6	19	3	2.38
12 x 16 ft.	9 ft.	7	21	4	2.82
14 x 16 ft.	9 ft.	7	22	4	2.86
14 x 18 ft.	9 ft.	8	23	4	3.08

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Your Friends Judge You By the Appearance of Your Home . . .

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

What a thrill when they say, "What a beautiful bedroom! Where did you get your lovely Paper?" That's just what they'll say if you use this pattern. Flowered papers are extremely good this year. These delicate colors and shimmering background will make bright rooms more cheerful or bring light into dark rooms. Because the colors are soft, almost any curtains will harmonize. And think how little you spend. Only $1.90 gives you a whole room covered with fadeproof, washable paper, when you take advantage of Wards cost cutting catalog selling method.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 611—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

576 C 3611—BORDER BAND. 3¾ In. Wide. One Yard. Ship. wt. 1 oz. **4c**

576 C 679—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.64
10 x 12 ft.	9 ft.	5	16	2	1.90
10 x 14 ft.	9 ft.	6	18	3	2.34
12 x 12 ft.	9 ft.	6	18	3	2.34
12 x 14 ft.	9 ft.	6	19	3	2.38
12 x 16 ft.	9 ft.	7	21	4	2.82
14 x 16 ft.	9 ft.	7	22	4	2.86
14 x 18 ft.	9 ft.	8	23	4	3.08

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Are You a Sunshine Seeker?

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Then you'll like the sunny glow of the warm yellow colors in this bedroom paper. It will work marvels in north or east rooms that don't get enough light, for the lovely tones lend brightness to every corner.

The colors have been brushed lightly together and softened by a tiny all over white fleck, and there's just enough sheen in the silvery lines of the background to make your walls a sparkling setting for your furniture.

An outstanding paper, both in appearance and price. Only at Wards can you get such exceptional quality of fadeproof, washable paper for 9c a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 612—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

576 C 3612—BORDER BAND. 3¼ In. Wide. One Yard. Ship. wt. 1 oz. **4c**

576 C 678—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

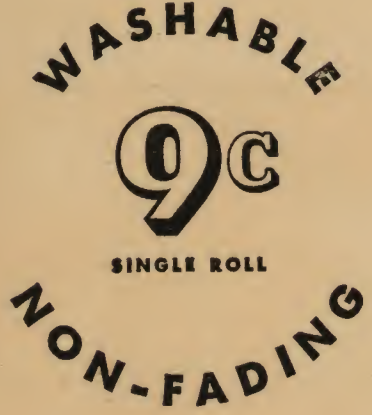
SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.64
10 x 12 ft.	9 ft.	5	16	2	1.90
10 x 14 ft.	9 ft.	6	18	3	2.34
12 x 12 ft.	9 ft.	6	18	3	2.34
12 x 14 ft.	9 ft.	6	19	3	2.38
12 x 16 ft.	9 ft.	7	21	4	2.82
14 x 16 ft.	9 ft.	7	22	4	2.86
14 x 18 ft.	9 ft.	8	23	4	3.08

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Naturally women like Fresh, Bright Kitchens



This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 613—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

576 C 3613—BORDER BAND. 3½ In. Wide. One Yard. Ship. wt. 1 oz. **4c**

576 C 678—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

They spend so many hours there, the surroundings must be cheerful as well as efficient. This irregular tile and flower basket design is small, so you may use it in even a tiny kitchen without feeling crowded. Used with plain cream curtains trimmed with blue, red or rose rickrack, it's as gay as can be. You'll find it a pleasing pattern for a breakfast nook or bedroom too.

Only 9c a single roll, but fadeproof and washable, features so important in wall paper, because you don't want your walls to become dingy and drab in only a few months time.

You may include wall paper on a Budget Plan Order. Three dollars down, brings you any $20 order from any of our catalogs. See Page 5.

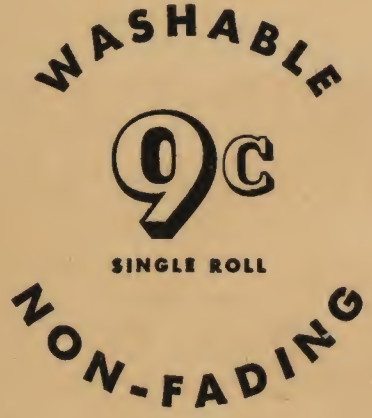
SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.64
10 x 12 ft.	9 ft.	5	16	2	1.90
10 x 14 ft.	9 ft.	6	18	3	2.34
12 x 12 ft.	9 ft.	6	18	3	2.34
12 x 14 ft.	9 ft.	6	19	3	2.38
12 x 16 ft.	9 ft.	7	21	4	2.82
14 x 16 ft.	9 ft.	7	22	4	2.86
14 x 18 ft.	9 ft.	8	23	4	3.08

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"How Can Wards Sell Such Lovely Paper for 9c a Roll?"



This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

The customer who wrote this said, "I couldn't match it locally for less than 25c a single roll. How do you do it?"

Here's the answer, Wards short cut selling methods save you money. We couldn't do it either, if we had a big expensive show room and other high selling costs. But because we buy direct from the Nation's leading wall paper mills and sell direct to millions of homes, we save money in every step of the way and you get the savings. This bedroom paper is one of our exceptional values, fadeproof, washable, fine colors and up-to-date design.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 614—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

576 C 3614—BORDER BAND. 3⅝ in. Wide. One Yard. Ship. wt. 1 oz. **4c**

576 C 679—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.64
10 x 12 ft.	9 ft.	5	16	2	1.90
10 x 14 ft.	9 ft.	6	18	3	2.34
12 x 12 ft.	9 ft.	6	18	3	2.34
12 x 14 ft.	9 ft.	6	19	3	2.38
12 x 16 ft.	9 ft.	7	21	4	2.82
14 x 16 ft.	9 ft.	7	22	4	2.86
14 x 18 ft.	9 ft.	8	23	4	3.08

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Sure I hung it myself. My first experience and I had loads of fun doing it . . .

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"John is so proud of me. He thinks I should have all the credit, but actually it was no job at all. Wards instructions give you every step. Why, besides marking their papers for joining they even tell you how to match the design, and that's important with a bold pattern like this.

"Don't you like the flowers combined with the plastic background? I do, because it gives color to my living room and makes every piece of furniture stand out in a new light. Believe me, I'm going to buy all my paper at Wards this season. Their patterns are up-to-date and their prices are low. Every one is non-fading. This one is washable, too."

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 615—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **18c**

576 C 4615—BORDER BAND. 4 In. Wide. One Yard. Ship. wt. 1 oz. **4c**

576 C 678—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **18c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.64
10 x 12 ft.	9 ft.	5	16	2	1.90
10 x 14 ft.	9 ft.	6	18	3	2.34
12 x 12 ft.	9 ft.	6	18	3	2.34
12 x 14 ft.	9 ft.	6	19	3	2.38
12 x 16 ft.	9 ft.	7	21	4	2.82
14 x 16 ft.	9 ft.	7	22	4	2.86
14 x 18 ft.	9 ft.	8	23	4	3.08

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Amazing! — How Attractive Kitchens Are This Season

WASHABLE

9c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

The secret of their new air is frequently wall paper, for kitchen papers this year are particularly up-to-date. Gray is one of the season's most popular colors; so we combined it with colorful dots and bright flowers just to prove that a kitchen can be practical and cozily cheerful at the same time. Economical, too, if you buy from Wards catalog where prices are never high. You may buy wall paper on the Budget Plan if part of a $20 order. See Page 5.

When you make your new curtains, edge them in yellow, blue or red rickrack and even when you get up at dawn to cook an early breakfast your kitchen will be bright.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 616—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

576 C 4616—BORDER BAND. 3¼ In. Wide. One Yard. Ship. wt. 1 oz. **4c**

576 C 679—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **18c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.64
10 x 12 ft.	9 ft.	5	16	2	1.90
10 x 14 ft.	9 ft.	6	18	3	2.34
12 x 12 ft.	9 ft.	6	18	3	2.34
12 x 14 ft.	9 ft.	6	19	3	2.38
12 x 16 ft.	9 ft.	7	21	4	2.82
14 x 16 ft.	9 ft.	7	22	4	2.86
14 x 18 ft.	9 ft.	8	23	4	3.08

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Do You Like Brightly Colored Chintz Patterns?...

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

If you do—you'll want this design. The prim flowers, the fresh colors, the clean clear diagonal plaid background give crisp daintiness to a room and make it extra cheerful.

Because the color is light and the design small, this pattern used in small rooms makes them appear larger. It will bring light to north or east rooms, too. Use it in bedroom, hall or breakfast room. You'll find it especially lovely with cream or ivory woodwork, blue or green curtains, and mahogany or early American furniture. And the price is absolutely right, only 10½c a single roll for fadeproof, washable paper.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 617—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

576 C 4617—BORDER BAND. 2¾ In. Wide. One Yard. Ship. wt. 1 oz. **4½c**

576 C 680—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.89
10 x 12 ft.	9 ft.	5	16	2	2.19
10 x 14 ft.	9 ft.	6	18	3	2.70
12 x 12 ft.	9 ft.	6	18	3	2.70
12 x 14 ft.	9 ft.	6	19	3	2.75
12 x 16 ft.	9 ft.	7	21	4	3.26
14 x 16 ft.	9 ft.	7	22	4	3.30
14 x 18 ft.	9 ft.	8	23	4	3.56

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

No *Dull Drab Kitchen Hours With Paper Like This . . .*

WASHABLE

10½c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Light green is so refreshing and cool looking, it always seems exactly right for kitchens. Particularly when it's combined with such attractive little scenes as is this modernized tile design. Your kitchen will fairly sparkle if you use this paper and white curtains with a touch of blue. Or if your room is a little dark, use bright yellow curtains.

If you are planning to use your extra savings for paint, we recommend white or oak woodwork. You'll find a complete line of paints on pages 85 to 92 of this catalog. Both paint and paper may be purchased on the Budget Plan. See Page 5 for terms.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 618—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

576 C 3618—BORDER BAND. 4 In. Wide. One Yard. Ship. wt. 1 oz. **4½c**

576 C 680—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.89
10 x 12 ft.	9 ft.	5	16	2	2.19
10 x 14 ft.	9 ft.	6	18	3	2.70
12 x 12 ft.	9 ft.	6	18	3	2.70
12 x 14 ft.	9 ft.	6	19	3	2.75
12 x 16 ft.	9 ft.	7	21	4	3.26
14 x 16 ft.	9 ft.	7	22	4	3.30
14 x 18 ft.	9 ft.	8	23	4	3.56

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Have You Seen Helen's Russet and Blue Bedroom? It's stunning"

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Yes, isn't it? And she created the whole effect with new wall paper. Blue and russet is such an unusual color combination for a bedroom."

Unusual, we'll admit, but judge for yourself the charm and beauty of the finished room. Particularly if you use your extra savings for new enamel for your woodwork.

Fadeproof colors in a lovely new design, on heavy washable paper stock, smart color combination, and a low price. This pattern is particularly good for large rooms where you get the full effect of blossoms and vines. It's nice, too, with mahogany furniture and light woodwork. And best of all, it's priced so reasonably.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 619—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

576 C 4619—BORDER BAND. 3¼ In. Wide. One Yard. Ship. wt. 1 oz. **4½c**

576 C 681—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.89
10 x 12 ft.	9 ft.	5	16	2	2.19
10 x 14 ft.	9 ft.	6	18	3	2.70
12 x 12 ft.	9 ft.	6	18	3	2.70
12 x 14 ft.	9 ft.	6	19	3	2.75
12 x 16 ft.	9 ft.	7	21	4	3.26
14 x 16 ft.	9 ft.	7	22	4	3.30
14 x 18 ft.	9 ft.	8	23	4	3.56

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"No Wonder You Wanted to give a Dinner . . .
YOUR DINING ROOM LOOKS LOVELY

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Tell us what you've done to it. You must have been spending a great deal of money."

"Indeed, I haven't. The only money I spent was $2.19 for new wall paper."

"Nonsense, you never bought this attractive paper for $2.19. I've been pricing papers for my living room all week and I know how much this kind costs."

"But you see, I sent to Wards for mine. They have the very latest designs and colors in fade-proof, washable papers. I chose this design because it combines an allover background with interesting bits of color. It's so satisfactory with my furniture."

"You know, I believe I'll get the same thing for my bedroom. It's just what I've been wanting but thought I couldn't afford."

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 620—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

576 C 4620—BORDER BAND. 2⅞ In. Wide. One Yard. Ship. wt. 1 oz. **4½c**

576 C 682—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.89
10 x 12 ft.	9 ft.	5	16	2	2.19
10 x 14 ft.	9 ft.	6	18	3	2.70
12 x 12 ft.	9 ft.	6	18	3	2.70
12 x 14 ft.	9 ft.	6	19	3	2.75
12 x 16 ft.	9 ft.	7	21	4	3.26
14 x 16 ft.	9 ft.	7	22	4	3.30
14 x 18 ft.	9 ft.	8	23	4	3.56

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Here's how you can make your bedroom Twice As Attractive

Paper it with this ultra-smart flowered pattern. Floral designs are the decorator's delight this season and this one is especially nice with its silvery gray lattice, crisp flowers and matching border. The artist who drew it for Wards studied many expensive papers before creating this design which we produced to sell for only 10½c a single roll.

Of course, it's fadeproof and washable and printed on fine fresh paper stock to last for years. If your bedroom is 10 by 12 feet, paper for the whole room will cost only $2.19.

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 621—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

576 C 4621—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **4½c**

576 C 680—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.89
10 x 12 ft.	9 ft.	5	16	2	2.19
10 x 14 ft.	9 ft.	6	18	3	2.70
12 x 12 ft.	9 ft.	6	18	3	2.70
12 x 14 ft.	9 ft.	6	19	3	2.75
12 x 16 ft.	9 ft.	7	21	4	3.26
14 x 16 ft.	9 ft.	7	22	4	3.30
14 x 18 ft.	9 ft.	8	23	4	3.56

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Your Bedroom Will Glow with Light and Color If You Choose This Flowered Design . . .

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Because the predominating colors are yellow and a salmon tinted pink, this pattern will bring sunshiny reflections to your darkest room. The slender stemmed flowers, silvery fronds and soft background are refreshing as a summer breeze, and the dark brown leaves are a new color accent this season. Its beauty is lasting too, for the colors are fadeproof and the surface washable.

A large room, 10 by 14 feet will cost only $2.70 for side wall, ceiling and border. You may buy your paper on the Budget Plan if you include it as part of a $20 order from any of our catalogs. See Page 5 for Budget Plan.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 622—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

576 C 4622—BORDER BAND. 2¾ In. Wide. One Yard. Ship. wt. 1 oz. **4½c**

576 C 681—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.89
10 x 12 ft.	9 ft.	5	16	2	2.19
10 x 14 ft.	9 ft.	6	18	3	2.70
12 x 12 ft.	9 ft.	6	18	3	2.70
12 x 14 ft.	9 ft.	6	19	3	2.75
12 x 16 ft.	9 ft.	7	21	4	3.26
14 x 16 ft.	9 ft.	7	22	4	3.30
14 x 18 ft.	9 ft.	8	23	4	3.56

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Five Thousand Women Voted "Yes" on this Wall Paper . . .

WASHABLE

10½c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

. . . because they wanted something conventional but not out-of-date, something combining the beautiful with the practical. They've written us dozens of letters praising the rich leaf colors, the sparkling metallic lines, and the blending background. They're especially pleased because their paper is printed with non-fading colors on fine stock and is washable, too. And they're even more pleased over the price.

You'll find it effective for living room, dining room or hall, where it blends particularly well with plain draperies, rugs and upholstery. Like all Ward papers, it is priced to save you 1/3 to 1/2. Buy on the Budget Plan; see Page 5.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 623—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

576 C 3623—BORDER BAND. 3¼ In. Wide. One Yard. Ship. wt. 1 oz. **4½c**

576 C 682—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.89
10 x 12 ft.	9 ft.	5	16	2	2.19
10 x 14 ft.	9 ft.	6	18	3	2.70
12 x 12 ft.	9 ft.	6	18	3	2.70
12 x 14 ft.	9 ft.	6	19	3	2.75
12 x 16 ft.	9 ft.	7	21	4	3.26
14 x 16 ft.	9 ft.	7	22	4	3.30
14 x 18 ft.	9 ft.	8	23	4	3.56

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Neither Time nor Sun will Mar the Beauty of this Flowered Design

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

. . . For it's fadeproof and washable, features necessary for permanent loveliness and real economy in wall paper. You may use it in a bedroom where the sun streams in all day long, and when you clean house again, you'll find you can move your pictures and furniture without finding a single faded streak.

The harmonious use of brightly colored flowers and the diamond shaped dots are distinctly new style. You'll find that the creamy background will harmonize with your furniture and give your room an ever fresh appearance. It doesn't cost much, either, only $2.19 for a room, 10 by 12 ft., including border and ceiling.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 624—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

576 C 4624—BORDER BAND. 2⅛ In. Wide. One Yard. Ship. wt. 1 oz. **4½c**

576 C 681—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$1.89
10 x 12 ft.	9 ft.	5	16	2	2.19
10 x 14 ft.	9 ft.	6	18	3	2.70
12 x 12 ft.	9 ft.	6	18	3	2.70
12 x 14 ft.	9 ft.	6	19	3	2.75
12 x 16 ft.	9 ft.	7	21	4	3.26
14 x 16 ft.	9 ft.	7	22	4	3.30
14 x 18 ft.	9 ft.	8	23	4	3.56

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

The Season's Smartest Embossed Plaid

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Priced to Save You ⅔

Only once in a lifetime will you find a value like this—one of the season's brand new patterns—in a perfectly heavenly color—at just 12c a singe roll. If you compare prices, you'll see why we consider it one of the very best bargains in our entire selection.

It is designed for the woman who wants something smart, right up to the minute, novel, yet in perfect taste. It fulfills all these requirements—at only about one-third the price you would ordinarily expect to pay.

Use it in a bedroom with light furniture or dark. Its dusky peach and silver blends to a warm, luscious pink. And most satisfying of all—it will keep this delightful freshness because it is Non-Fading and Washable.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 900—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **24c**

576 C 4900—BORDER BAND. 2¼ In. Wide. One Yard. Ship. wt. 1 oz. **5c**

576 C 680—CEILING to Harmonize. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **21c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.08
10 x 12 ft.	9 ft.	5	16	2	2.42
10 x 14 ft.	9 ft.	6	18	3	2.97
12 x 12 ft.	9 ft.	6	18	3	2.97
12 x 14 ft.	9 ft.	6	19	3	3.02
12 x 16 ft.	9 ft.	7	21	4	3.57
14 x 16 ft.	9 ft.	7	22	4	3.62
14 x 18 ft.	9 ft.	8	23	4	3.91

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Find Out for Yourself how Autumn Tints Spread Beauty . . .

WASHABLE

12½c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Those who love the glowing colors of the autumn woods will like this paper because the vivid leaves, burnished with gold, recapture all the glories of this season. Drawn and colored especially for Wards, this pattern embodies all the good things of older leaf designs and adds such new features as heavy gold outlines and a blending background. All this riotous color is non-fading and washable; so it will last for years. It's inexpensive too; only 12½c a roll.

If you use rust, gold or green in your draperies and upholstery, mahogany furniture, cream or ivory woodwork and a plain rug, you'll have an unusually charming living room, dining room or hall.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 625—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

576 C 4625—BORDER BAND. 3¼ In. Wide. One Yard. Ship. wt. 1 oz. **5c**

576 C 683—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.20
10 x 12 ft.	9 ft.	5	16	2	2.55
10 x 14 ft.	9 ft.	6	18	3	3.15
12 x 12 ft.	9 ft.	6	18	3	3.15
12 x 14 ft.	9 ft.	6	19	3	3.20
12 x 16 ft.	9 ft.	7	21	4	3.80
14 x 16 ft.	9 ft.	7	22	4	3.85
14 x 18 ft.	9 ft.	8	23	4	4.15

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"I Look Into My Bedroom Every Time I Pass the Door . . .

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"It's so quaint and perky with its new paper, I can't help stopping to admire it. And it's so *different* from any paper I've ever had before."

This paper *is* different, isn't it? Prim tulips framed in green and cream diamonds, a conventional border, unusual colors. It's different in another way too, for it's printed with excellent fadeproof colors on heavy, washable paper stock, yet is only 12½c a single roll. Very different in price from the usual 60c a roll for paper of this quality.

Just the thing for bedrooms, sewing rooms, breakfast nooks or children's rooms. Best in a small room where the design shows up to advantage, but good in any average sized room.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 626—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

576 C 4626—BORDER BAND. 2⅛ in. Wide. One Yard. Ship. wt. 1 oz. **5c**

576 C 684—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.20
10 x 12 ft.	9 ft.	5	16	2	2.55
10 x 14 ft.	9 ft.	6	18	3	3.15
12 x 12 ft.	9 ft.	6	18	3	3.15
12 x 14 ft.	9 ft.	6	19	3	3.20
12 x 16 ft.	9 ft.	7	21	4	3.80
14 x 16 ft.	9 ft.	7	22	4	3.85
14 x 18 ft.	9 ft.	8	23	4	4.15

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Don't You Love Jean's New Paper?

I'm Going to Ask Her Where She Bought It"

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"I did ask her. She sent to Wards. See, I borrowed her Sample Book and I'm going to have new paper, too. This adorable blue bedroom pattern costs only 12½c a single roll and it's absolutely the latest thing."

Of course it is. The white pin dot background is one of the season's newest ideas and the pastel flowers with white leaves are being used by the smartest decorators. The pattern from which this was reproduced cost 75c a roll, but Wards is just as fine in color, design and quality and sells for only 12½c a single roll. Wards pattern is just enough different to be original. You'll not find it anywhere else. And, of course, it's non-fading and washable.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 627—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

576 C 4627—BORDER BAND. 2¾ In. Wide. One Yard. Ship. wt. 1 oz. **5c**

576 C 685—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.20
10 x 12 ft.	9 ft.	5	16	2	2.55
10 x 14 ft.	9 ft.	6	18	3	3.15
12 x 12 ft.	9 ft.	6	18	3	3.15
12 x 14 ft.	9 ft.	6	19	3	3.20
12 x 16 ft.	9 ft.	7	21	4	3.80
14 x 16 ft.	9 ft.	7	22	4	3.85
14 x 18 ft.	9 ft.	8	23	4	4.15

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Every Year More Women Select Wards Wall Papers for Their Homes Because...

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Wards papers have all the qualities of expensive papers except the high prices . . . Beauty of design and color, fine paper stock and non-fading tones. This pattern was drawn and colored especially for Ward customers this season. The design is ultra-modern with black and silver vases brimming with unfading flowers on a cream background.

You'll find this pattern adapts itself to bedroom, breakfast room or hall furnishings. It blends especially well with green or rust draperies and golden oak furniture.

Use your extra savings for fresh paint or enamel for your woodwork. You'll find a complete line on Pages 85 to 92 of this catalog.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 628—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

576 C 4628—BORDER BAND. 3¼ In Wide. One Yard. Ship. wt. 1 oz. **5c**

576 C 684—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

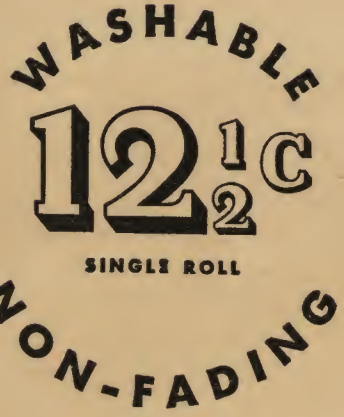
SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.20
10 x 12 ft.	9 ft.	5	16	2	2.55
10 x 14 ft.	9 ft.	6	18	3	3.15
12 x 12 ft.	9 ft.	6	18	3	3.15
12 x 14 ft.	9 ft.	6	19	3	3.20
12 x 16 ft.	9 ft.	7	21	4	3.80
14 x 16 ft.	9 ft.	7	22	4	3.85
14 x 18 ft.	9 ft.	8	23	4	4.15

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

You May Choose This Pattern With Confidence



This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Thousands of Ward customers have already selected this spring tinted, green paper, for they know its soft background, pastel flowers and delicate tracery of stems will bring crisp coolness to their bedrooms. We particularly recommend it for south or west rooms that get lots of sun. Don't worry about losing any of the lovely colors. Wards papers are all non-fading, and this pattern is washable, too.

We know thousands of other women will choose it this year for its beauty of design and color and for its low price.

A whole room 10 by 12 feet in size costs only $2.55 for side wall, ceiling and border.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 629—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

576 C 3629—BORDER BAND. 3⅝ In. Wide. One Yard. Ship. wt. 1 oz. **5c**

576 C 684—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.20
10 x 12 ft.	9 ft.	5	16	2	2.55
10 x 14 ft.	9 ft.	6	18	3	3.15
12 x 12 ft.	9 ft.	6	18	3	3.15
12 x 14 ft.	9 ft.	6	19	3	3.20
12 x 16 ft.	9 ft.	7	21	4	3.80
14 x 16 ft.	9 ft.	7	22	4	3.85
14 x 18 ft.	9 ft.	8	23	4	4.15

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

All Set for Happy Kitchen Hours?

WASHABLE

12½c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

You will be if you put this modern onyx tile on your walls. If you remember the old-time dull drab kitchen, you'll appreciate the sparkle and life of this design. A modern variation of onyx tile with great dashes of silver intensifying the light colors. Fadeproof and washable, two features particularly important for kitchen paper. Economical, too, a feature of all Wards papers.

It will make your kitchen bright and cheerful, particularly if you combine it with ivory or tan woodwork and crisp white curtains with colored ball fringe. If you want to be even more modern, paint your woodwork blue or green. See pages 85 to 92 for a complete line of paints.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 630—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

576 C 4630—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **5c**

576 C 685—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.20
10 x 12 ft.	9 ft.	5	16	2	2.55
10 x 14 ft.	9 ft.	6	18	3	3.15
12 x 12 ft.	9 ft.	6	18	3	3.15
12 x 14 ft.	9 ft.	6	19	3	3.20
12 x 16 ft.	9 ft.	7	21	4	3.80
14 x 16 ft.	9 ft.	7	22	4	3.85
14 x 18 ft.	9 ft.	8	23	4	4.15

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Dear Nancy—I've Finally Found Just the Paper for My Bedroom

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"It was so simple, too. Wards Sample Book solved the problem. I wanted a flowered design with color, but not too large a pattern and I found just the thing,—quaint little nosegays of bright flowers on a background of green and ivory diamonds with silver leaves. The colors are grand for my bedroom—they're so cool and fresh looking.

"And best of all, I saved so much on the paper (it was only $2.55) I had money enough for new ivory colored curtains and rose draperies. When you come you'll see how lovely it all looks.

Affectionately,
Betty

"P.S.—Just think, my paper is non-fading and washable. Isn't that marvelous?"

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 631—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

576 C 4631—BORDER BAND. 2 1/8 In. Wide. One Yard. Ship. wt. 1 oz. **5c**

576 C 685—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.20
10 x 12 ft.	9 ft.	5	16	2	2.55
10 x 14 ft.	9 ft.	6	18	3	3.15
12 x 12 ft.	9 ft.	6	18	3	3.15
12 x 14 ft.	9 ft.	6	19	3	3.20
12 x 16 ft.	9 ft.	7	21	4	3.80
14 x 16 ft.	9 ft.	7	22	4	3.85
14 x 18 ft.	9 ft.	8	23	4	4.15

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

How Much for a Brand New Room?
Only $2.20 when you buy this Paper

WASHABLE

12½c

SINGLE ROLL

NON-FADING

New Wall Paper does the trick. Creates an entirely different room right under your eyes. Changes the appearance of your rugs, draperies and furniture.

Perhaps you have a flower pattern on your walls now, but you want a change and you don't want to spend a lot of money. Then here's the answer! Tailored plaid, suitable for any room in the house. New in design; colors entirely different, fadeproof, washable and only 12½c a single roll! Can't you just see how changed your room will be, with almost no expense? And, it will last for years, too.

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 632—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

576 C 4632—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **5c**

576 C 684—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

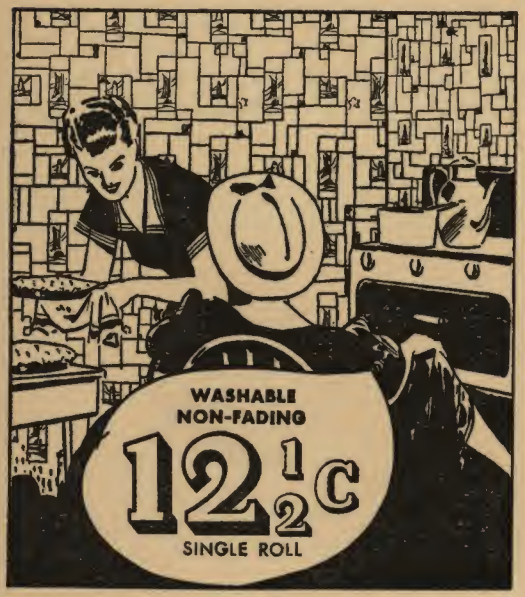
SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.20
10 x 12 ft.	9 ft.	5	16	2	2.55
10 x 14 ft.	9 ft.	6	18	3	3.15
12 x 12 ft.	9 ft.	6	18	3	3.15
12 x 14 ft.	9 ft.	6	19	3	3.20
12 x 16 ft.	9 ft.	7	21	4	3.80
14 x 16 ft.	9 ft.	7	22	4	3.85
14 x 18 ft.	9 ft.	8	23	4	4.15

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"My, Your Kitchen Looks Ship-Shape with Your New Paper . . ."



This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Yes, doesn't it? It was so economical too. This delightful pattern is only 12½c a single roll in Wards New Sample Book."

A new pattern this season, sold only by Wards. One of the very latest scenic tile effects with sail boats, light houses and blue stars on a white background with a matching futuristic border. Light grey outlines give a soft effect. Printed with non-fading, washable colors on good quality paper stock.

It's a nice design for a bathroom, too. Or you might use it in a child's room with excellent results. You'll think of dozens of different color schemes that will harmonize beautifully with the colors and design of this pattern.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 633—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

576 C 4633—BORDER BAND. 2⅛ In. Wide. One Yard. Ship. wt. 1 oz. **5c**

576 C 685—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.20
10 x 12 ft.	9 ft.	5	16	2	2.55
10 x 14 ft.	9 ft.	6	18	3	3.15
12 x 12 ft.	9 ft.	6	18	3	3.15
12 x 14 ft.	9 ft.	6	19	3	3.20
12 x 16 ft.	9 ft.	7	21	4	3.80
14 x 16 ft.	9 ft.	7	22	4	3.85
14 x 18 ft.	9 ft.	8	23	4	4.15

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"I Remember When I Couldn't Buy Paper Like This for Less Than 75c a Roll"

WASHABLE

12½c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 634—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

576 C 4634—BORDER BAND. 3¼ In. Wide. One Yard. Ship. wt. 1 oz. **5c**

576 C 683—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **25c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

. . . WROTE ONE OF OUR CUSTOMERS

"The stunning colors brushed with gold and silver changed my living room from a dull somber place to one of bright beauty. It's a wonderful buy at 12½c a roll, for it looks much more expensive. I wish you could see how different my room looks. I have dark brown draperies and brown and green on my furniture and the colors blend perfectly with this paper."

You may want to use this in your living room or dining room with entirely different colors, draperies and furniture and it will be just as nice, for the colors are so harmonious. It's Washable and Fadeproof, too.

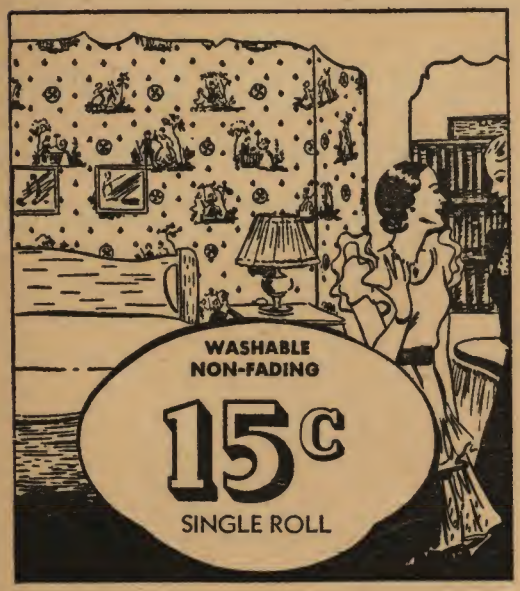
SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.20
10 x 12 ft.	9 ft.	5	16	2	2.55
10 x 14 ft.	9 ft.	6	18	3	3.15
12 x 12 ft.	9 ft.	6	18	3	3.15
12 x 14 ft.	9 ft.	6	19	3	3.20
12 x 16 ft.	9 ft.	7	21	4	3.80
14 x 16 ft.	9 ft.	7	22	4	3.85
14 x 18 ft.	9 ft.	8	23	4	4.15

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

We found this quaint colonial design in an old New England Mansion . . .



This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

It had been there over one hundred years and its old-fashioned charm was so appealing we decided to reproduce it for you as a background for early American furniture.

Our Decorating Department used this pattern with maple furniture and created the charming room you see in the sketch. However, you'll find the pattern just as pretty when used with mahogany furnishings. It's delightful, too, for an entrance hall or a child's room, and the price is as satisfactory as the pattern.

Remember, the colors will remain permanently lovely, for like all Wards Wall Papers, this is non-fading. Washable, too, so you may keep it clean and fresh.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 635—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

576 C 4635—BORDER BAND. 2 1/8 In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 686—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Isn't This Paper Marvelous?"

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Sure, but I'll Bet It Costs About a $1.00 a Roll"

"Indeed not! This is Wards Sample Book and it sells for only 15c a single roll. Why!—even their most expensive papers are low priced. I want this for our bedroom, but it would be charming in a dining room, wouldn't it? Those brown vines and green and brown flowers will look lovely with our furniture, and I'm going to use the money I save for new yellow curtains."

The clever home maker who chooses this pattern is absolutely right, because it's one of Wards newest, fadeproof, washable designs printed on fine paper stock.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 636—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

576 C 4636—BORDER BAND. 2 1/8 in. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 687—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Economize Smartly! Put Flowered Tile in Your Kitchen and Bathroom

WASHABLE

15c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Although only 15c a roll, this engraved Paper is printed with oil colors to give a soft color effect. Because the stock is so heavy, the printing so carefully done and the colors fade-proof, it will give years of service. You'll like the matching 2½-inch border (not shown) for it gives finish to your room. Order enough for hall and pantry too, and if you have any left over, use it for your pantry shelves. Remember you can wipe it with a damp cloth.

New cream or ivory woodwork and cream or ivory curtains with touches of blue or rose will help freshen your rooms.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 637—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

576 C 4637—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 693—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"My Dear, I searched the town and couldn't find a single Blue Wall Paper as nice as yours.

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Where did you get it . . . and was it expensive?"

"I got it at Wards and it was only 15c a single roll. I picked it out of their Sample Book. They have the smartest new patterns and colors I've ever seen and they're so inexpensive. I chose this pattern because I love those crisp blue bows and the polka dot background. It's Washable and Fadeproof, too. The ribbon border is only 1½ inches wide. Isn't it attractive?"

"The whole room is perfect. May I borrow your Sample Book? You know I'm going to paper, too, and I'm certainly going to send to Wards for mine."

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 638—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

576 C 4638—BORDER BAND. 1½ In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 686—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

No Reason to Delay Your Decorating

WASHABLE

15c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 639—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **30c**

576 C 4639—BORDER BAND. 2⅞ In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 687—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

. . . . When you can get a wall paper like this for your living room, dining room or hall for 15c a single roll. It will appeal to those who like conventional patterns with subdued coloring. Drawn this year; so it's absolutely up-to-date, fine colors on fine stock, washable, non-fading . . . everything you want in wall paper.

Because the colors are soft and the pattern restrained, you'll find it will harmonize beautifully with your present furnishings. However, if you are planning an entirely new room our Interior Decorating Department suggests walnut furniture, a plain carpet and brown or gold draperies as the ideal color scheme.

You may buy Wall Paper on the Budget Plan if part of any $20 order. See Page 5.

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Again! Wards Lead the Wall Paper Parade . . .

WASHABLE

15c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Wards wallpapers aren't *in* fashion, they're *ahead* of fashion. When we introduced this advance style pattern of delicately plaided green and beige, it immediately became a leader. Our customers realize that its allover diagonal design, adaptable colors and fade-proof washable qualities provide lasting beauty and service for any room.

Many more women, selecting new paper this season will choose this exclusive Ward design. A wise choice, too—for it will be as lovely in future years as it is today because the stock is heavy and the colors of the finest quality. And best of all, it's only 15c a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 640—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

576 C 4640—BORDER BAND. 1¾ In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 688—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

THEY'LL SAY— "*How Marvelous Your Bedroom Looks*"

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 641—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **30c**

576 C 4641—BORDER BAND. 2¾ In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 688—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

with this exquisite Shade of Orchid

You'll glow with pride every time your friends exclaim over this paper and you'll enjoy living with it from day to day, for it's a perfect background for a bedroom.

We recently saw a room with paper this color, white woodwork, white painted furniture and yellow curtains—it was a dream. You may prefer other furniture and curtains, but whatever you use, you'll find this pattern and color give a dainty freshness to your room.

It will last, too, for it's fadeproof like all Wards papers and washable. The price is as attractive as the paper, and you may buy it on the Budget Plan. See Page 5.

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"It's News" when you can create a new room effect for Only $2.98!

WASHABLE

15c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Tired of your bedroom? Want something fresh and sparkling to give it a different air? This diagonal plaided paper with applique flowers is the thing. Although brand new in design and color this season, a single roll costs only 15c; less than you'd pay for ordinary paper in most stores. Not only fadeproof, washable and fine stock, but a distinctive design you can't buy elsewhere. Particularly attractive in north rooms where the yellow tints create a sunshiny glow. Effective with rose rust draperies and maple furniture, for your own or your children's room.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 642—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

576 C 4642—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 688—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"*What a Lovely Bedroom!* You Must Have Spent a Fortune for the Paper Alone . . . "

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"But I didn't! I bought it at Wards for only 15c a single roll. Don't those flowers look fresh and dainty? And the black pin dot background is the very latest thing. Of course, I rearranged my furniture and now it looks like a whole new room. I'm so proud of it. Just think, it cost me only $2.98 and it won't fade. I can wash it too, because it's good paper treated especially for cleaning. And I hung it myself! You know Wards send you complete instructions."

You'll feel the same way about Wards Wall Papers, for they're up-to-date in color and design, fine textures, non-fading and nearly every one washable. And you save 1/3 to 1/2.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 643—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

576 C 4643—BORDER BAND. 2¾ In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 686—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Here's a Beauty Secret!

WASHABLE

15c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

You can buy a new face for your living room, dining room or hall. Just send to Wards for this imitation plaster paper with its colorful border. It's different from other plasters because the design is a new diagonal plaid crossed with green, blue, tan, and pink with white lights and a gold sheen. Embossed stock, which means extra-heavy. Surface treated to make it washable and non-fading.

If you have walnut furniture, you'll like this paper with cream or ivory woodwork. Of course you may use it in other color combinations, also, because the background is neutral enough to blend with practically everything.

If you are planning to paint at the same time, you'll find a complete line of paint, enamel and varnish on Pages 85 to 92 of this catalog.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 644—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **30c**

576 C 4644—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 689—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Look What's Happened to My Breakfast Room and Kitchen!"

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Don't they look like new since I papered the walls with these dashing scenes? I think rooms where you spend a lot of time and do a lot of work should be cheerful; so I selected this pattern from Wards Sample Book.

"Of course it wasn't expensive! Didn't I tell you I selected it from Wards Wall Paper Book. The sample shows the design only one-half the size; actually the scenes are about twice as large. You know I hung it myself to save money. It wasn't hard at all. I did get some paste on the paper, but since it is washable, I just wiped it off and it didn't leave a single mark. I bought it on the Budget Plan too, along with some other things I needed, so now I can enjoy it while I'm paying for it."

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 645—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **30c**

576 C 4645—BORDER BAND. 2 1/8 In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 687—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs..... **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"What a Satisfaction to Wipe My Paper with a Damp Cloth"

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"I like waterproof paper for my kitchen, pantry and bathroom because I can keep it spotless so easily. I even use it on my pantry shelves, too."

That's what one Ward customer thinks of our engraved papers printed with oil colors. This all over marble design is one of our best, for it gives you long wear at a low price. You'll find this pattern particularly good in a room with lots of openings and angles. The matching border (not shown) is 2 inches wide. Use ivory or white for woodwork and curtains to keep your room light and sunshiny.

Include your wall paper in any $20 order and you may buy it on Wards Budget Plan. See Page 5 for Plan of Monthly Payments.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 646—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

576 C 4646—BORDER BAND. 2 In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 694—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Join the fashion leaders who paper their living rooms in brown and gold

WASHABLE

15c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Last year we had a brown leaf pattern with gold outlines and it proved one of our most popular papers. Here is a new pattern with a more up-to-date design, a lavish display of gold, and a dashing border. Think how rich looking it will be on the walls of your living room, dining room, or hall. Walnut furniture and dark brown, green or gold draperies create a perfect harmony, but since the paper is so mellow in tone, it will bring out the best points of any furniture.

Extra heavy stock, embossed . . And priced to save you 1/3 to 1/2.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 647—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **30c**

576 C 4647—BORDER BAND. 2 1/2 In. Wide. One Yard. Ship. wt. 1 oz. **5 1/2c**

576 C 689—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"I *Want Something Different*"

WASHABLE

15c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Something unusual in color and design, a good heavy Paper that's fadeproof and washable and I don't want to pay over 15c a roll for it. But most of all, it *must* have something about it that will distinguish my room from those of my friends."

Of course you do—so we recommend this graceful green vine on a cream background; one of the season's very latest patterns and one of the most adaptable.

Our Interior Decorating Department uses it for living rooms, dining rooms, halls or bedrooms. The new ribbon border is smartly narrow, only 1½ inches wide, just the right size for this pattern.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 648—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

576 C 4648—BORDER BAND. 1½ In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 688—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"I do enjoy my new living room so much . . .

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Of course, it isn't all new, just the wall paper, but you'd never recognize the old furnishings against the lovely new colors. I've had this furniture for years and I was tired of it; so I decided to try new wall paper. I like color, lots of it. So I selected these gorgeous leaves. Aren't they grand? And my dear, the paper was only 15c a single roll! Washable and fadeproof, too.

Imagine paying so little for such a fine quality, embossed paper. I saved enough to buy enamel for the woodwork and I'll be able to have new draperies. Here, take my Ward Sample Book home with you, I know you'll find just the papers you want for your rooms."

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 649—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **30c**

576 C 3649—BORDER BAND. 3¼ In. Wide. One Yard. Ship. wt. 1 oz. **5½c**

576 C 689—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.57
10 x 12 ft.	9 ft.	5	16	2	2.98
10 x 14 ft.	9 ft.	6	18	3	3.69
12 x 12 ft.	9 ft.	6	18	3	3.69
12 x 14 ft.	9 ft.	6	19	3	3.75
12 x 16 ft.	9 ft.	7	21	4	4.46
14 x 16 ft.	9 ft.	7	22	4	4.51
14 x 18 ft.	9 ft.	8	23	4	4.87

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Show Us a Woman who isn't Eager to Catch the First Whisper of Next Year's Fashions!

WASHABLE

18c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

And that doesn't always mean dresses and hats either. Women are just as eager to have the latest things for their homes. Nothing could be newer than this delightful yellow bedroom paper with its exquisitely colored flowers tied with a blue tassel and the graceful flowing drapery effect. Light as the background is, it will appear even lighter on your walls when the sun catches the silvery polka dots. You'll find it particularly effective in north or east rooms that sometimes seem a bit dark.

It is, of course, printed on the finest quality paper stock with excellent non-fading colors, and it's washable, too. An outstanding value at 18c a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 650—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **36c**

576 C 4650—BORDER BAND. 3¼ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 806—CEILING to Harmonize. (See Page 82) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.00
10 x 12 ft.	9 ft.	5	16	2	3.48
10 x 14 ft.	9 ft.	6	18	3	4.32
12 x 12 ft.	9 ft.	6	18	3	4.32
12 x 14 ft.	9 ft.	6	19	3	4.38
12 x 16 ft.	9 ft.	7	21	4	5.22
14 x 16 ft.	9 ft.	7	22	4	5.28
14 x 18 ft.	9 ft.	8	23	4	5.70

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

First Impressions Are So Important

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Your guests see your hall and living room first. The outstanding thing is the wall paper. Rough plaster papers are always in vogue. Here is one with a definitely Spanish feeling that introduces a modernistic note, enhanced by the colorful border. Luxurious gold and silver enrich both side wall and border. Extra heavy paper, ink embossed, especially treated to make it fadeproof and washable and only 18c a single roll. You'll make no mistake in selecting this for living room, dining room or hall.

If you are painting at the time you paper, see Pages 85 to 92 for a complete line of paint, enamel and equipment. You may buy both wall paper and paint on the Budget Plan if part of a $20 order. See Page 5 for terms.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 651—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

576 C 4651—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 806—CEILING to Harmonize. (See Page 82) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.00
10 x 12 ft.	9 ft.	5	16	2	3.48
10 x 14 ft.	9 ft.	6	18	3	4.32
12 x 12 ft.	9 ft.	6	18	3	4.32
12 x 14 ft.	9 ft.	6	19	3	4.38
12 x 16 ft.	9 ft.	7	21	4	5.22
14 x 16 ft.	9 ft.	7	22	4	5.28
14 x 18 ft.	9 ft.	8	23	4	5.70

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"How Do You Like It?"

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"My dear, it's the most fascinating bedroom I've ever seen! Where did you find that exquisite wall paper?"

"In Wards Sample Book for only 18c a single roll. And it's non-fading, washable and embossed, too. Isn't that a bargain? I love the way the misty colors in the flowers are repeated in the background."

"I wonder what gives the flowers the soft hazy effect and mellow tone?"

"After the artist painted the design, he drew a wet brush across the colors to make them more delicate. I think it's one of the prettiest papers I've seen at any price."

"I certainly agree with you. But then, Wards always do have lovely things at low prices."

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 652—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

576 C 4652—BORDER BAND. 2⅛ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 690—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.00
10 x 12 ft.	9 ft.	5	16	2	3.48
10 x 14 ft.	9 ft.	6	18	3	4.32
12 x 12 ft.	9 ft.	6	18	3	4.32
12 x 14 ft.	9 ft.	6	19	3	4.38
12 x 16 ft.	9 ft.	7	21	4	5.22
14 x 16 ft.	9 ft.	7	22	4	5.28
14 x 18 ft.	9 ft.	8	23	4	5.70

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Even Wards Best Tile Paper Is Inexpensive

WASHABLE

18c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 653—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **36c**

576 C 4653—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 693—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

This scenic tile design resembles the varnished tiles of a few years ago, but it's even more practical, because the waxed finish sheds dust and dirt so easily. The colors are non-fading and the surface may be easily cleaned by wiping with a damp cloth. The matching 2½ inch border harmonizes with the side wall in color and design. Use this pattern in kitchen, pantry, or bathroom for practical, lasting beauty.

Although this is one of our best fadeproof, washable, papers, a kitchen 8 by 10 feet costs only $2.88, including ceiling to match, a small sum to spend for paper that will last for years.

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.88
10 x 12 ft.	9 ft.	5	16	2	3.36
10 x 14 ft.	9 ft.	6	18	3	4.14
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	4.98
14 x 16 ft.	9 ft.	7	22	4	5.04
14 x 18 ft.	9 ft.	8	23	4	5.46

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Such Luxury! *I've Never Seen a Lovelier Paper*

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Or a more beautiful bedroom. But aren't you extravagant? I've priced wall papers and the ones like this were 70c a roll. I couldn't afford them, so I'm not papering this year."

"I felt the same way until I sent for Wards Sample Book. This lovely satin stripe with the Jaspe background is only 18c a single roll. It's heavily embossed so it will last for years. And it's non-fading and washable."

"You know, I believe I'll get some just like it for my living room and dining room and run the stripes around the rooms instead of up and down. The ceilings are so high they've always been a problem, but hanging the paper this way will make the ceilings seem lower."

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 654—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

576 C 4654—BORDER BAND. 2¾ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 806—CEILING to Harmonize. (See Page 82) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.00
10 x 12 ft.	9 ft.	5	16	2	3.48
10 x 14 ft.	9 ft.	6	18	3	4.32
12 x 12 ft.	9 ft.	6	18	3	4.32
12 x 14 ft.	9 ft.	6	19	3	4.38
12 x 16 ft.	9 ft.	7	21	4	5.22
14 x 16 ft.	9 ft.	7	22	4	5.28
14 x 18 ft.	9 ft.	8	23	4	5.70

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

We Saw This Lovely Pattern Priced at 75c a Roll and We Said—

WASHABLE

18c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Let's reproduce it and save money for our customers." Here it is, for only 18c a single roll because the "showy sales room" and other costly selling methods have been eliminated. It's almost identical in every respect except the price. We're sure you will admire its lightness and simplicity, for it provides a softly harmonious background for bedroom, dining room or entrance hall. We designed a model room with this paper, green rugs and draperies and walnut furniture. You'll think of lots of other color schemes that will be just as effective and even more individual.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 655—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **36c**

576 C 4655—BORDER BAND. 1¾ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 690—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

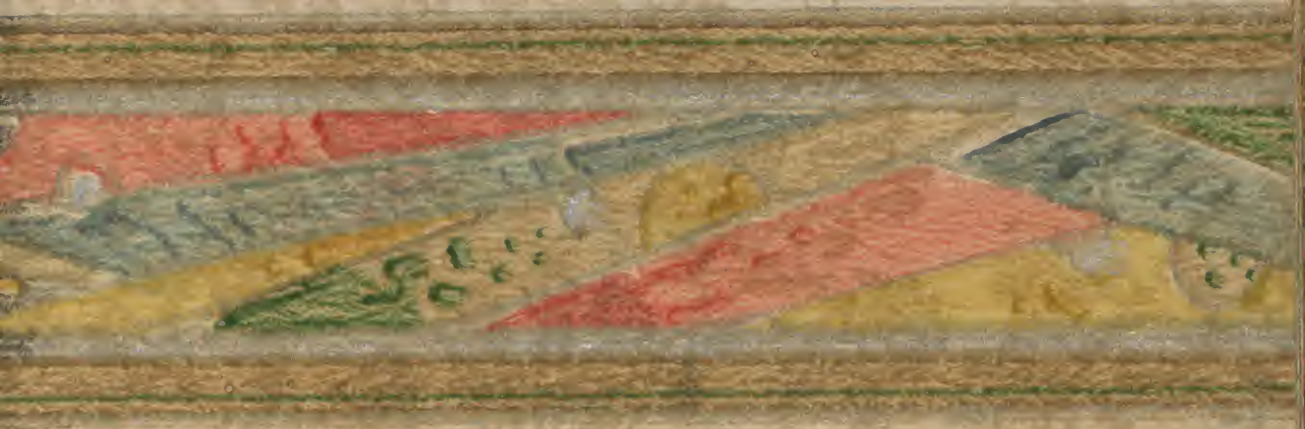
For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.00
10 x 12 ft.	9 ft.	5	16	2	3.48
10 x 14 ft.	9 ft.	6	18	3	4.32
12 x 12 ft.	9 ft.	6	18	3	4.32
12 x 14 ft.	9 ft.	6	19	3	4.38
12 x 16 ft.	9 ft.	7	21	4	5.22
14 x 16 ft.	9 ft.	7	22	4	5.28
14 x 18 ft.	9 ft.	8	23	4	5.70

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN



Have You a "Difficult" Room?

WASHABLE

18c

SINGLE ROLL

NON-FADING

Then choose this plastic all purpose paper. It harmonizes with all kinds of furniture and blends with any colors in draperies and rugs. It will make your room look larger, too, because it's so beautifully plain and simple. You'll find it very adaptable for slanting ceilings or rooms with gables or lots of openings.

Ink embossing on heavy stock is usually expensive, but not at Wards! A whole room, size 12 by 14 ft. costs only $4.38 and you'll have the satisfaction of knowing your paper will last for years. Fade-proof of course, like all Ward papers and washable, too. Just follow our simple instructions for washing and your paper will last for years.

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 656—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

576 C 4656—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 805—CEILING to Harmonize. (See Page 82) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.00
10 x 12 ft.	9 ft.	5	16	2	3.48
10 x 14 ft.	9 ft.	6	18	3	4.32
12 x 12 ft.	9 ft.	6	18	3	4.32
12 x 14 ft.	9 ft.	6	19	3	4.38
12 x 16 ft.	9 ft.	7	21	4	5.22
14 x 16 ft.	9 ft.	7	22	4	5.28
14 x 18 ft.	9 ft.	8	23	4	5.70

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Why Helen! What Have You Done to Your Kitchen? It's Prettier Than My Living Room!"

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Just new wallpaper, my dear. Of course it's one of Wards best engraved tile patterns. See how it's waxed and polished? Looks almost like real tile, doesn't it?

"Wasn't it terribly expensive?"

"Certainly not! None of Wards papers are expensive. This was only 18c a roll. My whole kitchen, including the border and ceiling, cost only $2.88. And it's waterproof too. That's what makes it so easy to keep clean."

"I'm going right home and order some for my own kitchen and pantry. And I'm going to use the same thing in my bathroom, too. It will be just as practical and pretty there as in the kitchen."

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 657—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **36c**

576 C 4657—BORDER BAND. 2 In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 694—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$2.88
10 x 12 ft.	9 ft.	5	16	2	3.36
10 x 14 ft.	9 ft.	6	18	3	4.14
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	4.98
14 x 16 ft.	9 ft.	7	22	4	5.04
14 x 18 ft.	9 ft.	8	23	4	5.46

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Picture to Yourself a Dining Room in Lovely Browns and Rust . . . . .

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

With this paper on the wall, a rust carpet, yellow draperies trimmed in rust, rust seat covers, walnut or mahogany furniture and woodwork the color of the background of the paper or stained and rubbed walnut! If you are furnishing a complete new room, you'll find this beautiful. But if you want a new effect without spending much money, this semi-scenic paper alone will give a different character to your room.

You'll find it attractive in bedroom and hall or living-room, and you'll like it just as well in several years; for the colors will remain unfadingly fresh. You can wash or clean it too, and best of all your initial expense is small—only 18c a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 658—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **36c**

576 C 4658—BORDER BAND. 2⅞ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 690—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.00
10 x 12 ft.	9 ft.	5	16	2	3.48
10 x 14 ft.	9 ft.	6	18	3	4.32
12 x 12 ft.	9 ft.	6	18	3	4.32
12 x 14 ft.	9 ft.	6	19	3	4.38
12 x 16 ft.	9 ft.	7	21	4	5.22
14 x 16 ft.	9 ft.	7	22	4	5.28
14 x 18 ft.	9 ft.	8	23	4	5.70

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

This 60c wall paper costs only 19½c at Wards.....

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Distinctly new, distinctly different, distinctly low priced—that's Wards Wall Paper. This pleasant green tone combines many features of the most up-to-date designs—a plain background, wavy lines, white high lights, silvery checks. Modern to the last degree, but not in the least modernistic.

You'll like it for bedrooms or for downstairs rooms where you want a light color. Extra heavy embossed stock, washable and non-fading for lasting beauty; features that usually mean high prices—but not at Wards.

You may purchase Wall Paper on the Budget Plan if part of any $20 order. See Page 5.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 659—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz..... **39c**

576 C 4659—BORDER BAND. 2¼ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 805—CEILING to Harmonize. (See page 82) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz..... **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.12
10 x 12 ft.	9 ft.	5	16	2	3.63
10 x 14 ft.	9 ft.	6	18	3	4.50
12 x 12 ft.	9 ft.	6	18	3	4.50
12 x 14 ft.	9 ft.	6	19	3	4.56
12 x 16 ft.	9 ft.	7	21	4	5.43
14 x 16 ft.	9 ft.	7	22	4	5.49
14 x 18 ft.	9 ft.	8	23	4	5.94

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

The Inspiration for This Paper Came from a Rare Antique Tapestry

WASHABLE

19½c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

We copied not only the design but the fine texture effect, the softly tinted leaves and flowers, and the gold outlines to bring you all the rich beauty of fine tapestries. It will make a warm, colorful background for your downstairs room. In addition to the beauty of the pattern, the rich coloring and charming design, the paper is absolutely non-fading and can be washed, so that you have lasting beauty!

Most papers so finely embossed and with such an abundance of gold, sell for 60c a single roll. Of course, Wards prices would be high too, if we didn't sell by mail, but selling through a catalog eliminates many expenses that go with other selling methods.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 660—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **39c**

576 C 3660—BORDER BAND. 3¼ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 691—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.12
10 x 12 ft.	9 ft.	5	16	2	3.63
10 x 14 ft.	9 ft.	6	18	3	4.50
12 x 12 ft.	9 ft.	6	18	3	4.50
12 x 14 ft.	9 ft.	6	19	3	4.56
12 x 16 ft.	9 ft.	7	21	4	5.43
14 x 16 ft.	9 ft.	7	22	4	5.49
14 x 18 ft.	9 ft.	8	23	4	5.94

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"It's the Pink of Perfection!" Exclaimed the First Woman Who Saw This Pattern . . .

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

And that's just what it is! A new color, dusty pink, catches the tones of both peach and apricot and forms an exquisite background for tiny conventional white flowers. A perfect background too, for your furnishings. Can't you just see this room with maple or walnut if you like natural woods or, if you prefer painted pieces, white or French Gray? Our Interior Decorating Department considers it one of our nicest bedroom papers.

Maybe you've seen patterns which you thought as nice as this, but you never found one on such heavy embossed paper, fadeproof, washable and so low priced. That's because Wards way of selling by mail is the most economical method possible!

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 661—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **39c**

576 C 4661—BORDER BAND. 2¾ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 805—CEILING to Harmonize. (See Page 82) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.12
10 x 12 ft.	9 ft.	5	16	2	3.63
10 x 14 ft.	9 ft.	6	18	3	4.50
12 x 12 ft.	9 ft.	6	18	3	4.50
12 x 14 ft.	9 ft.	6	19	3	4.56
12 x 16 ft.	9 ft.	7	21	4	5.43
14 x 16 ft.	9 ft.	7	22	4	5.49
14 x 18 ft.	9 ft.	8	23	4	5.94

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Take a Tip from the Thousands who bought This Paper—

WASHABLE

19½c

SINGLE ROLL

NON-FADING

We knew when we introduced this handsome gold medallion design, that many women who wanted the very best in Wall Paper would use it for living rooms, dining rooms and halls. We knew, too, that the amazingly low price of 19½c a single roll would appeal to thrifty purses. But we didn't realize that thousands of women would order so many rolls, we'd have to keep our mills running overtime. One of Wards finest papers. Warm, non-fading, colors accented with gold, heavy embossed, washable, a design that fairly breathes luxury. Like many 60c papers in every respect.

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 662—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **39c**

576 C 4662—BORDER BAND. 2¼ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 691—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.12
10 x 12 ft.	9 ft.	5	16	2	3.63
10 x 14 ft.	9 ft.	6	18	3	4.50
12 x 12 ft.	9 ft.	6	18	3	4.50
12 x 14 ft.	9 ft.	6	19	3	4.56
12 x 16 ft.	9 ft.	7	21	4	5.43
14 x 16 ft.	9 ft.	7	22	4	5.49
14 x 18 ft.	9 ft.	8	23	4	5.94

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"I Chose This Monks Cloth Pattern because

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"Rough weaves and textures are the smartest things in draperies and fabrics this season. This paper is deeply embossed with ink to give it rich, permanent color and I think it's a charming background for my heavy furniture and flowered draperies."

"It's certainly lovely on your walls. But it must have been very expensive."

"That's where you're wrong. I sent to Wards for it. The living room and hall together cost only $7.62. I hung it myself so that didn't cost anything, and I included it in a $20 Budget Plan Order, so I don't have to pay it all right away."

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 663—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **39c**

576 C 4663—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 691—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.12
10 x 12 ft.	9 ft.	5	16	2	3.63
10 x 14 ft.	9 ft.	6	18	3	4.50
12 x 12 ft.	9 ft.	6	18	3	4.50
12 x 14 ft.	9 ft.	6	19	3	4.56
12 x 16 ft.	9 ft.	7	21	4	5.43
14 x 16 ft.	9 ft.	7	22	4	5.49
14 x 18 ft.	9 ft.	8	23	4	5.94

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Yes, this Paper does Look Expensive But It Isn't...."

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

It's a luxurious pattern with an unusual burnished effect that will make your friends exclaim with admiration when they see it on your walls. The large, exotic leaves gleam with three different colored metals, rich gold, silver and green gold. But it isn't nearly so expensive as you'd think, only 19½c a single roll.

This pattern will look especially well in large living or dining rooms or in rooms where the wall spaces are large. For the best effect, use it with solid colored draperies and plain curtains, so there will be no other figures to detract from the beauty of the paper.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 664—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **39c**

576 C 4664—BORDER BAND. 3¼ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 691—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.12
10 x 12 ft.	9 ft.	5	16	2	3.63
10 x 14 ft.	9 ft.	6	18	3	4.50
12 x 12 ft.	9 ft.	6	18	3	4.50
12 x 14 ft.	9 ft.	6	19	3	4.56
12 x 16 ft.	9 ft.	7	21	4	5.43
14 x 16 ft.	9 ft.	7	22	4	5.49
14 x 18 ft.	9 ft.	8	23	4	5.94

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"I Bought My Paper On The Budget Plan...

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"So I have the joy of it while I'm paying for it. The minute I saw this pattern I simply had to have it for my downstairs rooms.

"I've been wanting a French paper for years, but I couldn't afford the ones I priced. Then I sent for Wards Sample Book and found just what I'd been wanting. A soft-toned, embossed paper with a French design in restrained colors. And it was only 22½c a single roll. Delicate as the colors are, they're fadeproof *and the heavy embossed stock is washable too.*

"I ordered enough for all my downstairs rooms and since I bought it on the Budget Plan I have 8 months in which to pay for it."

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 665—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **45c**

576 C 4665—BORDER BAND. 2⅞ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 690—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

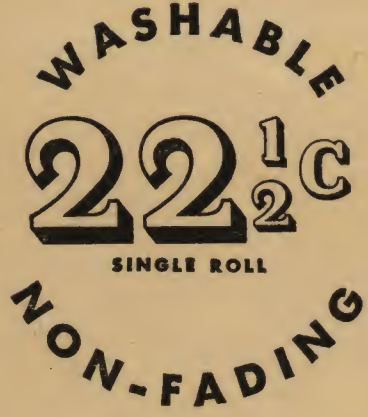
SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.36
10 x 12 ft.	9 ft.	5	16	2	3.93
10 x 14 ft.	9 ft.	6	18	3	4.86
12 x 12 ft.	9 ft.	6	18	3	4.86
12 x 14 ft.	9 ft.	6	19	3	4.92
12 x 16 ft.	9 ft.	7	21	4	5.85
14 x 16 ft.	9 ft.	7	22	4	5.91
14 x 18 ft.	9 ft.	8	23	4	6.42

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

One of the Newest, Smartest Papers in Wards Entire Collection . . . .



So very advanced in styling that you may be a little doubtful about it. If so, we ask you to accept the highest recommendation of our Interior Decorating Department. Order this paper, look at it in the roll and if you don't agree it is the smartest, loveliest color and the most delightful design you ever saw, send it back at our expense. We promise you, it's so far ahead in fashion, it will be good for many seasons to come.

The story behind the pattern is that raised figures on a plain background are the rage with all the smartest decorators. This paper goes best with walnut, maple or white enamel furniture, white or pale blue woodwork.

Tnis paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 666—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **45c**

576 C 4666—BORDER BAND. 2 In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 688—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. **30c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.24
10 x 12 ft.	9 ft.	5	16	2	3.81
10 x 14 ft.	9 ft.	6	18	3	4.68
12 x 12 ft.	9 ft.	6	18	3	4.68
12 x 14 ft.	9 ft.	6	19	3	4.74
12 x 16 ft.	9 ft.	7	21	4	5.61
14 x 16 ft.	9 ft.	7	22	4	5.67
14 x 18 ft.	9 ft.	8	23	4	6.18

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

We don't blame you a bit for going into raptures over this pattern

WASHABLE

22½c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

We did ourselves when we selected it. A new diagonal plaid where the grey, tan and white shades melt into a plain background, a matching border, a little deeper in tone and accented with two shades of gold. Finely embossed—just feel the weight of the paper! Non-fading, like all Wards papers, and washable as well.

One of our very loveliest papers, suitable for your downstairs rooms where it will create a smart effect with either plain or figured draperies. Or you may use it in a bedroom with figured spreads and draperies. The paper is such an exquisite background, you'll find it blends with any colors you may choose for draperies, rugs and upholstery and with any type of furniture.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 667—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **45c**

576 C 4667—BORDER BAND. 2⅞ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 690—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.36
10 x 12 ft.	9 ft.	5	16	2	3.93
10 x 14 ft.	9 ft.	6	18	3	4.86
12 x 12 ft.	9 ft.	6	18	3	4.86
12 x 14 ft.	9 ft.	6	19	3	4.92
12 x 16 ft.	9 ft.	7	21	4	5.85
14 x 16 ft.	9 ft.	7	22	4	5.91
14 x 18 ft.	9 ft.	8	23	4	6.42

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Night and Day—Day and Night

WASHABLE

22½c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

You live with your wall paper. Select it carefully so it won't bore you or get on your nerves. Choose plain paper if you want something quiet, serene, restful—or if you like lots of pictures, or have figured rugs or carved furniture.

Here is one of our best papers, extra-heavy, oat meal stock, with just enough color in the border to keep it from being dull. Non-fading and washable for permanence of color. A paper that leading decorators are recommending for any room in the house—only the prices asked are just double Wards price. Side wall, ceiling and border for a ten by twelve foot room costs only $3.93 at Wards, and you may buy it on the Budget Plan. See Page 5.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 669—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **45c**

576 C 4669—BORDER BAND. 2½ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 690—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.36
10 x 12 ft.	9 ft.	5	16	2	3.93
10 x 14 ft.	9 ft.	6	18	3	4.86
12 x 12 ft.	9 ft.	6	18	3	4.86
12 x 14 ft.	9 ft.	6	19	3	4.92
12 x 16 ft.	9 ft.	7	21	4	5.85
14 x 16 ft.	9 ft.	7	22	4	5.91
14 x 18 ft.	9 ft.	8	23	4	6.42

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

You've Seen French Scenic Patterns Selling for 60c a Roll

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

But have you ever seen one at any price lovelier in design and color than this Ward reproduction? It's our best quality engraved paper, colored in rich oils. Non-fading, of course, so you may use it in your sunniest room without fear of losing one bit of its beauty! By following our instructions, you may wash it too. And just look at the price! We saw dozens of papers, identical in quality for 60c, but they weren't nearly so attractive in design and color.

Whether you use it for an entire room or in combination with plain paper or wood panels, you'll have a beautiful background. For living room, dining room or hall.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 670—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **50c**

576 C 4670—BORDER BAND. 2¼ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 805—CEILING to Harmonize. (See Page 82) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments
See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.56
10 x 12 ft.	9 ft.	5	16	2	4.18
10 x 14 ft.	9 ft.	6	18	3	5.16
12 x 12 ft.	9 ft.	6	18	3	5.16
12 x 14 ft.	9 ft.	6	19	3	5.22
12 x 16 ft.	9 ft.	7	21	4	6.20
14 x 16 ft.	9 ft.	7	22	4	6.26
14 x 18 ft.	9 ft.	8	23	4	6.82

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

NEW?.. *Yes!* SMART?.. *Certainly!* EXPENSIVE?.. *Of Course Not!*

WASHABLE

25c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

A pattern that has everything—excellent stock, heavy embossing, clear, cool colors, just the right amount of metallic sheen with high lights, a dramatic, modern design, with fadeproof colors and a washable finish. All the things that usually mean an expensive paper, but Wards price is only half that usually asked for paper of this quality. The design shown on the sample is 1/3 smaller than the actual pattern.

You'll find this ideal for living room, bedroom, dining room or hall where it's particularly nice with plain draperies of celanese, taffeta or rep depending on your other furnishings. Our Interior Decorating Department suggests using either brown, white or blue with it for the most perfect color harmony.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 671—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **50c**

576 C 4671—BORDER BAND. 2¾ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 692—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.56
10 x 12 ft.	9 ft.	5	16	2	4.18
10 x 14 ft.	9 ft.	6	18	3	5.16
12 x 12 ft.	9 ft.	6	18	3	5.16
12 x 14 ft.	9 ft.	6	19	3	5.22
12 x 16 ft.	9 ft.	7	21	4	6.20
14 x 16 ft.	9 ft.	7	22	4	6.26
14 x 18 ft.	9 ft.	8	23	4	6.82

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

It's Color and Texture that Make This Paper So Exquisite . . .

WASHABLE

25c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

Like satin damask—rich, soft, luxuriant—the delight of every woman. Run your finger tips over the surface, feel the cloth-like texture, the satiny sheen. Hold the paper in the light, see the warm golden-cream background. Have you ever seen a more beautiful paper for downstairs rooms at any price?

Delicate as it is, the colors are non-fading like all Wards papers, and the surface washable.

You may use practically any colors with this paper. Damask draperies and mahogany furniture would be particularly nice. Because the paper is so rich in itself it will flatter the furniture you already have.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 G 672—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **50c**

576 G 4672—BORDER BAND. 2¾ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 G 692—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.56
10 x 12 ft.	9 ft.	5	16	2	4.18
10 x 14 ft.	9 ft.	6	18	3	5.16
12 x 12 ft.	9 ft.	6	18	3	5.16
12 x 14 ft.	9 ft.	6	19	3	5.22
12 x 16 ft.	9 ft.	7	21	4	6.20
14 x 16 ft.	9 ft.	7	22	4	6.26
14 x 18 ft.	9 ft.	8	23	4	6.82

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"All my Friends Envy my Living Room Paper," WROTE A CUSTOMER

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"They think it cost a fortune because they priced paper identical in quality and found it selling for 60c a roll. I like it too, because it makes such a harmonious background for my furniture. You know, I loved the old pieces I had and wanted a paper to show them off. This certainly does it and I'm delighted with the whole effect."

If you choose this exquisite tapestry design, you'll agree that it's one of the most beautiful patterns you've ever seen. Engraved, which always means softly blended oil colors, and heavily embossed. Fadeproof and washable. A paper that looks more expensive than it is.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

576 C 673—SIDE WALL. Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **50c**

576 C 4673—BORDER BAND. 2¼ In. Wide. One Yard. Ship. wt. 1 oz. **6c**

576 C 692—CEILING to Harmonize. (Not Shown) Double Length Roll, 16 Yards Long. Ship. wt. 2 lbs. 8 oz. **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS FOR AN ENTIRE ROOM

Size of Room	Height of Room	Double Rolls Side Walls	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	8 ft.	4	14	2	$3.56
10 x 12 ft.	9 ft.	5	16	2	4.18
10 x 14 ft.	9 ft.	6	18	3	5.16
12 x 12 ft.	9 ft.	6	18	3	5.16
12 x 14 ft.	9 ft.	6	19	3	5.22
12 x 16 ft.	9 ft.	7	21	4	6.20
14 x 16 ft.	9 ft.	7	22	4	6.26
14 x 18 ft.	9 ft.	8	23	4	6.82

This Chart Allows for Average Window and Door Openings. Allow One Extra Roll to Keep on Hand for Repairs. Complete Chart Showing Exact Amount of Paper Needed on Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Give your room a Beauty Treatment

Brighten and "Lift" its Ceiling with Fresh New Paper!

WASHABLE

7½c

SINGLE ROLL

NON-FADING

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

Ceiling—White. Like this sample.
576 C 800—Per Double Roll (16 Yards) Ship. wt. 2 lbs..... **15c**

Ceiling—Ivory. Same design as sample.
576 C 801—Per Double Roll (16 Yards) Ship. wt. 2 lbs..... **15c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

Often that's all that's needed to make a room lighter, cleaner, more cheerful. And think how little it costs! You may have a new ceiling in a 10 by 12 foot room for only 30c.

This particular ceiling pattern has tremendous popularity with decorators because the silver pattern reflects just the right amount of clear light without being "glary."

The Ivory, not shown, is a creamy rich color that blends with tan and brown papers or figured designs with dark backgrounds. The White is better with the lighter side wall patterns. Non-fading like every Ward paper and washable also. Extra heavy for paper priced at 7½c a single roll, but then, Wards prices always save you money.

SEE HOW LITTLE IT COSTS TO PAPER YOUR CEILING

Size of Ceiling	Double Rolls Ceiling	Total Cost
8 x 10 feet	2	30c
10 x 12 feet	2	30c
10 x 14 feet	3	45c
12 x 12 feet	3	45c
12 x 14 feet	3	45c
12 x 16 feet	4	60c
14 x 16 feet	4	60c
14 x 18 feet	4	60c

To figure your requirements for irregular or extra large ceilings, see Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

"Why Marilyn! *Your ceiling looks so much higher. What have you done to it?"*

This paper is sold only in 16-yard Double Length Rolls, standard 18-inch width. But for your convenience in comparing the cost of Wards papers with others, the price quoted above is for a single roll.

"I papered it. You know how the spring sunshine reveals a winter's accumulation of dust and soot and most of it is on the ceiling. I was going to clean it, but it cost so little to buy new paper from Wards, I didn't bother with the cleaning. And this new light paper with little touches of color, makes the whole room seem fresher and brighter and bigger."

This pattern in White or Ivory harmonizes with any side wall. Use Ivory with dark colors and white with lighter tones. Finely embossed —feel the rough pebbly effect—for long wear. Non-fading for color permanence. May be washed or cleaned.

You may include your wall paper with any $20 Budget Plan Order. See Page 5.

DESCRIPTION AND PRICE OF PATTERN ON FRONT OF THIS SHEET

Ceiling—Ivory. Like this sample.
576 C 806—Per Double Roll (16 Yards) Ship. wt. 2 lbs. 8 oz..... **36c**

Ceiling—White. Same design as Sample.
576 C 805—Per Double Roll (16 Yards) Ship. wt. 2 lbs. 8 oz..... **36c**

How to Figure Postage Shown on Page 93

For Budget Plan of Monthly Payments See Page 5

SEE HOW LITTLE IT COSTS TO PAPER YOUR CEILING

Size of Ceiling	Double Rolls Ceiling	Total Cost
8 x 10 feet	2	$ .72
10 x 12 feet	2	.72
10 x 14 feet	3	1.08
12 x 12 feet	3	1.08
12 x 14 feet	3	1.08
12 x 16 feet	4	1.44
14 x 16 feet	4	1.44
14 x 18 feet	4	1.44

To figure your requirements for irregular or extra large ceilings, see Page 93.

SEE FRONT OF THIS SHEET FOR PATTERN

Wards Wall Oil Cloth

SANITARY—WASHABLE

33c A Yard
$3.75 12 Yd. Roll

e permanent wall covering for kitchens, bathrooms, tries or nurseries. Strengthens plaster. Covers ll cracks. Use extra heavy paste and match ms edge to edge. Use it on your tables and shelves , for it outwears ordinary oilcloth. Easy to hang. inches wide. Ship. wt. 1 yd. 2 lbs.

Plain Colors for eilings or Side Walls

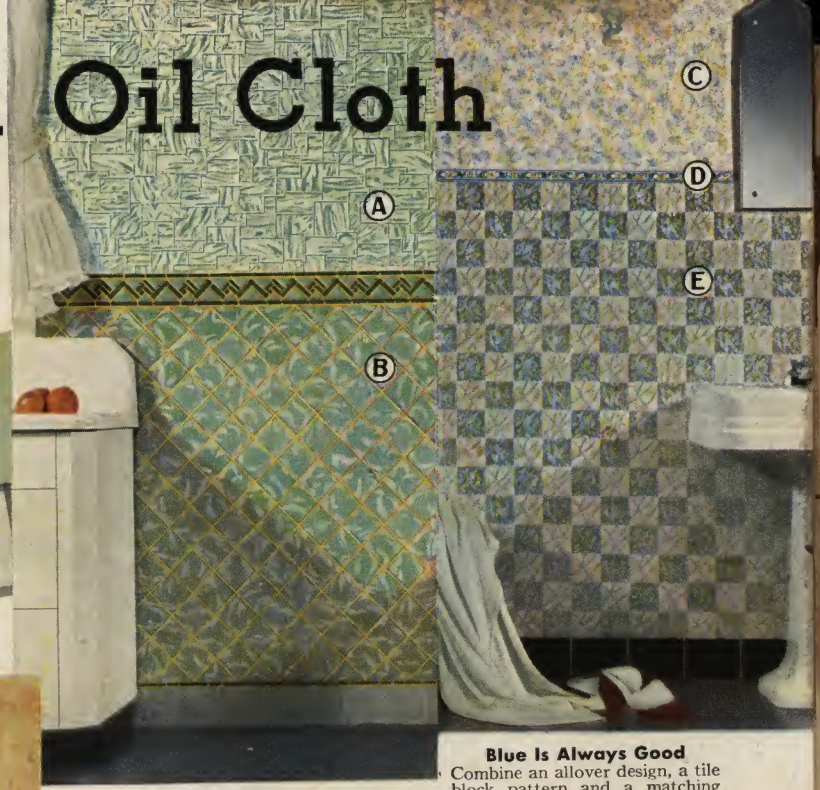
tractive in combination th the figured patterns own below and to the right can be used for entire room. sure to order enough for le, shelves, etc. 48 in. wide. p. wt. 1 yd. 2 lbs.

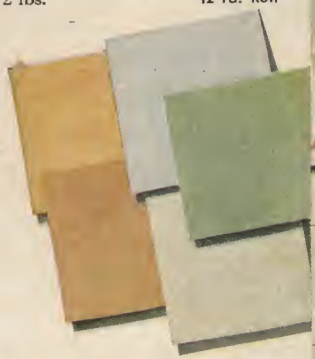
ULL EMBOSSED FINISH

6 C 4011—White. Yd. 33c
6 C 4012—Light Tan. rd.....33c
6 C 4014—Cream. Yd. 33c
6 C 4016—Light een. Yard..... **33c**

HINY GLAZED FINISH

6 C 4015—White. Yd. 33c
Yard Roll of any above mbers.....$3.75





Like Scenic Effects?

en you'll find this glazed oil cloth st the thing for your kitchen, pan-y, bathroom or breakfast nook. der enough for tables, cabinets, d shelves for it will wear indefi-tely. 48 in. wide. Design about times larger than shown. Ship. wt. yd. 2 lbs.
6 C 4096—1 Yard..... **33c**
Yard Roll.....$3.75

Allover Mottled Design

This creamy background is suitable for living room, dining room or hall, but may be used in kitchen or bathroom. Heavily embossed. Dull finish. Use independently or in combination with the dull finish colors above. 48 in. wide. Ship. wt. 1 yd. 2 lbs.
576 C 4054—1 Yard..... **33c**
12 Yard Roll.....$3.75

Green Makes a Cool Room

Here's something different, 48 inch glazed wainscoting with top and bottom border in one piece. For kitchen or bath.

(B) 576 C 4050—Wainscoting with tile design 20 times larger than shown. Harmonizes with 576 C 4095 or if you want to combine with dull finishes, use with plain colors at left. 1 Yard... 33c
12 Yard Roll.....$3.75

(A) 576 C 4095—Irregular tile design. Glazed to match wainscoting, or may be used for the entire room. 48 in. wide. Design 20 times larger than photograph. Ship. wt. 1 yd. 2 lb. Yard..... **33c**
12 Yard Roll.....$3.75

Blue Is Always Good

Combine an allover design, a tile block pattern and a matching border for an effective room. Glazed finish. 48 inches wide. All designs 20 times larger than photograph

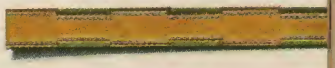
(E) 576 C 4053 — Blue and Cream Block Tile Wt. 1 yd. 2 lbs. Yd. 33c
12 Yard Roll.....$3.75

(C) 576 C 4052 — Allover Blue and Cream Pattern. May be used in combination with the tile design or independently with border. Wt. 1 yd. 2 lbs....Yd. **33c**
12 Yard Roll.....$3.75

(D) 576 C 4030 — 1¾ inch border matches both tile and allover design. Ship. wt. 1 yd. 4 oz. Yd. 9c

GLAZED BORDER

576 C 4028—2½ in. Matches 576 C 4095 or plain colors. Wt. 1 yd. 4 oz. Yard. 9c

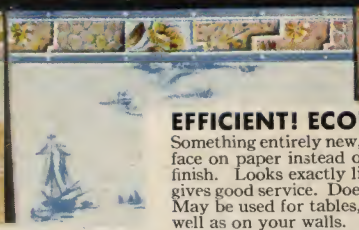


DULL BORDER

576 C 4029—1¾ in. wide. Ship. wt. 1 yd. 4 oz. Yard.....9c

LOOKS LIKE OIL CLOTH—*COSTS MUCH LESS!*

76 C 6002 — For kitchen, athroom and pantry. Ship. t. 1 yard 1 lb.....Yd. 19c
2 Yard Roll.....$2.10
76 C 6102—2 in. border. hip. wt. 1 yard 1 oz. Yd. 7c



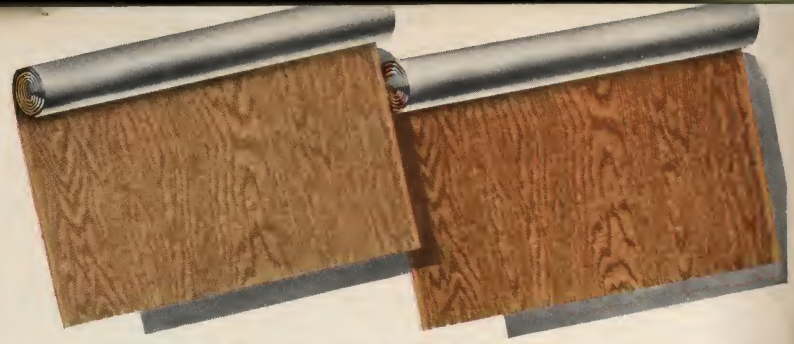
576 C 6001 — For kitchen, bathroom or nursery. Ship. wt. 1 yd. 1 lb.....Yd. 19c
12 Yd. Roll.....$2.10
576 C 6101—2¼ in. border. Wt. 1 yard 1 oz.....Yd. 7c

EFFICIENT! ECONOMICAL!

Something entirely new, an oil cloth surface on paper instead of cloth. Glossy finish. Looks exactly like oil cloth and gives good service. Does not tear easily. May be used for tables, shelves, etc., as well as on your walls. Non-fading and washable. Actual patterns, 8 times size shown. 47½ inches wide. Figured patterns have separate matching borders as shown. Hang as you do oilcloth. Use extra heavy paste and match seams edge to edge.

576 C 6000—Flowered Gingham for any room. Wt. 1 yd. 1 lb....Yd. 19c
12 Yd. Roll.....$2.10
576 C 6100—1¾ in. Border. Wt. 1 yd. 1 oz. Yd. 7c

Plain Glazed Colors. Ship. wt. 1 yd. 1 lb. Yd.
576 C 6051—Green.19c
576 C 6050—Cream19c
576 C 6052—White.19c
12 Yd. Roll.....$2.10



PAPER THAT LOOKS LIKE WOOD VENEER

Make your wainscoting or panels resemble wood by using this imitation veneer in light or dark oak. Can be waxed or varnished to make it even more rich in appearance. Easily kept fresh and shiny by wiping with a damp or oiled cloth. Attractive in living room, dining room, hall, den, library or recreation room.

To determine the number of rolls you need, find the number of square feet of wall space to be papered and divide by 60. As easily hung as ordinary wall paper. Use extra heavy paste. Standard 16-yard rolls, 18 in. wide. Ship. wt. per roll 2 lbs. 8 oz.

576 C 3—Light Oak. Roll..... **50c**
576 C 4—Dark Oak. Roll..... **50c**

NEW! Mickey Mouse Border

Lots of Fun for the Children!

So easy to make their room more interesting. Use this border around the wall of the room, low enough for them to enjoy the parade of Mickey and Minnie Mouse, Donald Duck and Pluto. Or cut out the figures and paste them on plain or painted walls. Washable and non-fading. Extra heavy embossed paper. Width 5¾ inches. Ship. wt. 1 oz. 1 yard.

576 C 9506—1 Yard..... **13c**

Twisted Cord Border

576 C 9500—Bright colored conventional design to blend with many color schemes, especially usable for paneling, etc., because it's extra narrow. Only 1¾ in. wide. Ship. wt. 1 oz. 1 yard..... **3c**

Interior Decorators are recommending borders more and more. Use them around doors, windows, arches; to decorate furniture. Look at the borders in this book! Did you ever see lovelier designs!

Wild Flower Frieze

576 C 9501—Dainty pastel design particularly good with figured or plain paper in a bedroom. May also be used in other rooms because the varied colors blend with many side wall patterns and colors. 2½ in. wide. Ship. wt. 1 oz. 1 yard..... **3c**

Modernistic Scallop Border

576 C 9502—White, ivory, tan and beige in conventional design of scallops, tassels, hearts and dots. Use with plain or figured patterns. 2 in. wide. Ship. wt. 1 oz. 1 yd... **3½c**

Rope and Flower Design

576 C 9503—Most popular border. 3¼ in. wide. Ship. wt. 1 oz. 1 Yd..... **3½c**

90c PLASTER PAPER

is Only **54c** *at Wards*

Washable, non-fading, heavily embossed, it looks almost like real plaster on your walls. Soft flattering tan shades with cloudy rose and tan supplemented with more vivid borders, that will look well in living room, dining room, hall or bedroom.

Economical 30 inch width. Sold only in bolts containing three 5-yard rolls, which is the equivalent of 3 single rolls of regular 18-inch wall paper. Ship. wt., bolt, 3 lbs. 8 oz. Matching borders 2½ in. wide. Ship. wt., 1 yard, 1 oz.

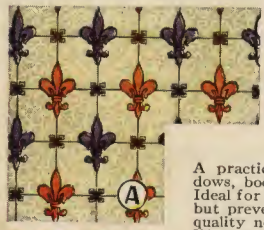
576 C 3052—Dark Side Wall (Top) Bolt. (15 yds., 30 in. wide)..... **54c**
576 C 4644—Border. Yard..... **5½c**
576 C 3051—Light Side Wall (Center) Bolt. (15 yds., 30 in. wide)... **54c**
576 C 4651—Border. Yard..... **6c**
576 C 3050—Medium Side Wall (Bottom) Bolt. (15 yds., 30 in. wide).. **54c**
576 C 4656—Border. Yard..... **6c**
576 C 806—Washable Fadeproof ceiling to harmonize with any of the above side wall papers. (See page 82.) Double length roll (16 yds. 18 in. wide). Ship. wt. 2 lbs. 8 oz..... **36c**

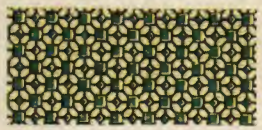
SPECIAL ORDERING INFORMATION

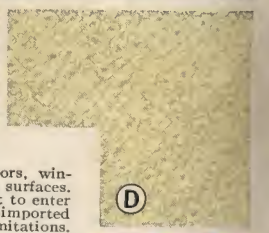
Since the above plaster Side Wall papers are 30 inches wide instead of the usual 18 inch width, divide the number of square feet of wall space to be papered by 90 to find the number of bolts needed.

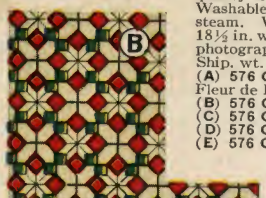
The number of feet around the room, multiplied by its height gives the square feet of wall space, from which may be deducted the square feet for door and window openings, determined by multiplying the height by the width of each opening and adding the results.

For ceilings, multiply the length of the room by the width and divide by 60 to find the number of double rolls of ceiling paper required.









ART GLASS PAPER

A practical, inexpensive decoration for doors, windows, book-cases, cabinets, and other glass surfaces. Ideal for pantry or bathroom. Permits light to enter but prevents anyone from seeing in. Fine imported quality not to be compared with inferior imitations. Washable, non-fading and not injured by heat, cold or steam. With ordinary care, will not peel or blister. 18½ in. wide. Actual design about 10 times larger than photographs. Easy to apply because it's adhesive. Ship. wt. 1 yard, 5 oz.

(A) 576 C 5782—Fleur de Lis. 1 yard..... **14c**
(B) 576 C 5787—Silver Star. 1 yard..... **14c**
(C) 576 C 5786—Mosaic. 1 yard..... **14c**
(D) 576 C 5780—Jack Frost. 1 yard..... **14c**
(E) 576 C 5781—Leaded Squares. 1 yard..... **14c**

Certified Wall Paper Paste

55c 5-pounds

High grade, well balanced corn and wheat paste. Has all the desirable qualities of both pure wheat and pure corn paste. Each pound of powder will absorb 9 pints hot or cold water, making enough smooth, white paste for walls and ceilings of average room. Easily and quickly prepared for use with just a few minutes stirring of dry paste and water. Dries slowly enough to permit easy sliding of the paper on wall to match pattern. Holds paper tight. Will not sour or discolor paper.

75 G 895—2 pounds. Ship. wt. 3 lbs.....23c
75 G 896—5 pounds. Ship. wt. 6 lbs.....55c

Pure Shellac—3 Pound Cut

Three pounds of the finest gum shellac, dissolved in one gallon of alcohol. Dries in 15 minutes. Recommended for all general purposes where a high grade Shellac is wanted as it does not require thinning with alcohol. Forms a smooth, hard finish. (Never varnish over shellac on floors . . . it's too brittle.) Gallon covers 400 sq. ft. one coat. Ship. wts. 12 oz., 1 lb. 8 oz., 2 lbs. 12 oz. and 11 lbs.

Be sure to state color wanted on your order.

Article No.	Size	Orange	White
75 G 8684	¼ Pint	13c	14c
75 G 8680	1 Pint	29c	33c
575 G 8681	1 Quart	48c	53c
575 G 8683	1 Gallon	$1.59	$1.79

Popular Paint Brush

Good value for the home owner who does his own painting. The long, pure Chinese bristles hold enough material to give a fast, easy painting job. Use it for painting inside or out—houses, barns and other large areas where a dependable, long-wearing brush is wanted.

Article Number	Width	Bristles	Ship. Wt.	Ea.
75 G 699	3 in.	3½ in.	9 oz.	89c
75 G 700	3½ in.	3¾ in.	12 oz.	1.10
75 G 701	4 in.	4 in.	1 lb.	1.39

Economy Paint Brush

Has longer bristles than are usually found in brushes at this low price. And they're 100% pure Chinese bristles, permanently vulcanized in rubber. Well shaped and balanced hardwood handle. Use it for all jobs inside or out where the longest wearing brush is not essential.

Article Number	Width	Bristles	Ship. Wt.	Ea.
75 G 351	2½ in.	2¾ in.	8 oz.	35c
75 G 352	3 in.	2¾ in.	9 oz.	42c
75 G 354	4 in.	3 in.	11 oz.	59c

Kalsomine Brush

For the average home owner's use. Long wearing, pure Chinese bristles thoroughly cleaned and sterilized and firmly set in rubber. Well balanced. Holds plenty of material. Ship. wts. 1 lb. 4 oz., and 1 lb. 8 oz.

75 G 520—Width 6 in. 3¼ in. bristles.....$1.19
75 G 521—Width. 7 in. 3½ in. bristles.....$1.39

Wood Stain

Penetrates hard or soft woods. Resists fading. Gallon stains about 400 sq. ft. 1 coat. Ship. wts. 1 lb. 8 oz., 2 lbs. 12 oz., and 11 lbs. Colors: Light Oak, Mahogany, Dark Oak, Maple, Walnut, and Golden Oak.

State color wanted on your order. **35c**

75 G 8131—1 pt..
575 G 8132—1 qt....55c
575 G 8134—1 gal..$1.89

Paste Wood Filler

For unfinished open-grain hardwoods. Produces a smooth, hard surface for varnishing. Pound fills 60 sq. ft. Ship. wts. 1 lb. 8 oz., 6 lbs. and 13 lbs. Colors: Light Oak, Dark Oak and Golden Oak.

State color.

75 G 8210—1 lb....15c
75 G 8211—5 lbs...57c
575 G 8212—10 lbs.....$1.08

General Purpose Brush

Designed to fit the needs of the average home owner for a dependable Brush at moderate cost. An outstanding value in a brush designed for the occasional varnish or enamel job. Chisel edge is carefully shaped by machine.

Article Number	Width	Bristles	Ship. Wt.	Ea.
75 G 340	1 in.	2⅛ in.	4 oz.	15c
75 G 341	1½ in.	2¼ in.	5 oz.	19c
75 G 342	2 in.	2¾ in.	6 oz.	28c

For Varnish or Enamel

Low priced Brush for small varnish, enamel or lacquer jobs. Soft, flexible Chinese bristles set in rubber. Machine shaped chisel edge gives a smooth finish.

Article Number	Width	Bristles	Ship. Wt.	Ea.
75 G 321	1 in.	1⅞ in.	4 oz.	10c
75 G 322	1½ in.	1⅞ in.	4 oz.	10c
75 G 327	2 in.	2⅛ in.	5 oz.	15c
75 G 328	2½ in.	2¼ in.	5 oz.	23c
75 G 329	3 in.	2⅜ in.	6 oz.	29c

Utility Brush

If you do all of your own decorating work you'll want this utility brush. It's fine for paint, paste or kalsomine.

The pure Chinese bristles are 3⅝ in. long and set in rubber. Hardwood handle is well balanced. Width 6 in. Ship. wt. 1 lb.

75 G 958 .....**$1.00**

Liquid Glue

Use on wood or metal. Ship. wts. 4 oz., 11 oz., 1 lb. 4 oz., 2 lbs. 4 oz.

75 G 8588 1¼-oz. Tube...**15c**
75 G 8589—4-oz. can...25c
75 G 8590—½-pt. can..39c

Cement

Waterproof liquid cement. Use for China, wood, glass, leather . . . anything that can be mended with cement. Furnished in 1¾-oz. tube. Ship. wt. 5 oz.

75 G 8585—Tube.....19c

Dry Glues

Ground amber Glue. For sizing. Ship. wt. 1 lb. 8 oz.
75 G 8560—Lb.....23c

Flake Hide Glue. Pale amber. For furniture. Ship. wt. 1 lb. 8 oz.
75 G 8570—Lb.....35c

Wallpaper Cleaner

Restores soiled paper to original beauty. Removes dirt, dust or soot.

One can cleans walls and ceiling of average room. Ship. wts. 1 lb. 4 oz. and 3 lbs.

75 G 8991—12-oz. Can **8c**
75 G 8991—3 Cans.....22c

Patching Plaster

Convenient for filling large broken areas, small cracks or nail holes in plaster. Dries in ½ hour. Won't shrink, crack, crumble or fall out. Easy to prepare. Ship. wt. 3 lbs.

75 G 7935—2½ lbs. **15c**

Waterless Cleaner

Grit-free soap paste. Removes dirt, grease and grime quickly and easily from enamel, varnish or lacquered surfaces. Apply with sponge. Wipe off with damp rag. Ship. wts. 3 lbs. 4 oz. and 6 lbs.

75 G 7834—2¼ lbs.....**25c**
75 G 7835—5 lbs.....45c

Brush Cleaner

Helps to preserve your brushes. A clean brush always insures a smoother painting job. Quickly dissolves paint, varnish or enamel. Pound cleans 8 average brushes. Ship. wt. 1 lb. 8 oz.

75 G 7820—Pound.. **17c**

Paint Thinner

Thins paint, varnish or enamel. Also cleans brushes and removes paint from hands, clothes, etc. Ship. wts. 1 lb. 8 oz., 2 lbs. 8 oz., and 10 lbs.

75 G 7693—1 pt.... **12c**
575 G 7694—1 qt.....19c
575 G 7695—1 gal.....45c

Paint Remover

A fast working material for removing paint, enamel, lacquer or varnish from wood or metal. Qt. removes old finish from 20 to 50 sq. ft. Ship. wts. 1 lb. 8 oz., 2 lbs. 12 oz., and 11 lbs.

75 G 7796—1 pt.... **24c**
575 G 7797—1 qt.....38c
75 G 7799—1 gal.....$1.19

Patching Wood

Natural wood in putty-like paste. Hardens in 30 minutes into a waterproof, buff color wood. Can be sawed, Planed, sanded, carved. Holds nails or screws. Can be painted or varnished. Ship. wts. 8 oz., 12 oz.

75 G 8296—3 oz. Tube..... **19c**
75 G 8295—¼ lb. Can 22c

Wards Crack Filler

Similar to putty, but tougher, more elastic and less brittle. For filling holes, cracks, scars, etc. in floors, furniture and woodwork. Sets hard. Won't shrink. Can be painted. Ship. wts. 1 lb. 8 oz. and 6 lbs.

75 G 8228—1 lb. **15c**
75 G 8229—5 lbs...63c

WASHABLE FINISHES
FOR WALLS AND WOODWORK

Certified Gloss Wall Enamel—Supreme Quality

43c PINT

75c QUART

$2.65 GALLON

A quick-drying, brilliant gloss Enamel made especially for all large areas such as walls, woodwork, kitchen cabinets, etc. An ideal finish for bathroom and kitchen walls or any woodwork in the home because its hard, smooth surface can be washed repeatedly without injury. Grease, grime, pencil marks, finger prints, blueing or ink will wash off of Wards Gloss Wall Enamel.

Has greater hiding power and is easier to apply than any other quick-drying Wall Enamel we know of. Flows freely and levels smoothly without trace of brush marks. One coat completely hides a similar color surface. Gallon covers 500 sq. ft., 1 coat, or 300 sq. ft., 2 coats. Dries in 6 to 8 hours.

See the colors listed below in Wards Spring General Catalog or write for Free Color Card.

200—White	218—Peach	256—Ivory	213—Beige
202—Light Buff	206—Pale Orchid		217—Nile Green
204—Light Cream	212—Lettuce Green		232—Ivory Tan
214—French Gray	215—Medium Green		209—Pale Green
255—Holland Blue	211—Lt. Azure Blue		270—Pearl Gray

Be sure to state color wanted on your order.

75 G 8076—1 Pint. Ship. wt. 2 lbs. 4 oz. 43c
575 G 8077—1 Quart. Ship. wt. 4 lbs. 75c
575 G 8077—½ Gallon. (2 Quarts). Ship. wt. 8 lbs. $1.39
575 G 8079—1 Gallon. Ship. wt. 14 lbs. 2.65

Coverall Interior Gloss Paint—Standard Quality

57c QUART

$1.95 GALLON

A good, low priced Paint that produces a high gloss finish. Not quite as durable or as fast drying as Wards Certified Gloss Wall Enamel above . . . but a very satisfactory finish for all large areas such as bathroom and kitchen walls or woodwork in any room. Can be washed with mild soap without dulling its rich gloss. We believe that it has greater hiding power and is easier to apply than many standard quality enamels selling for as much as 50% more. Gallon covers 500 sq. ft., 1 coat, or 250 sq. ft., 2 coats. Dries overnight.

Furnished in the same colors as Gloss Wall Enamel above. Be sure to state color wanted on your order.

575 G 6019—1 Quart. Ship. wt. 3 lbs. 8 oz. 57c
575 G 6021—1 Gallon. Ship. wt. 13 lbs. $1.95

SOFT, SATIN-LIKE, SEMI-LUSTER FINISHES

Certified Semi-Gloss Enamel—Supreme Quality

75c QUART

A hard, non-absorbent, tile-like finish with the soft, mellow luster now so widely used on walls and woodwork of every room in the home. Recommended especially for bathrooms and kitchen walls, also for radiators, cabinets, etc. Stands frequent washing . . . dust, dirt, grease, grime, finger prints, ink or blueing are easily removed from this fine finish. Has excellent hiding power. It is easy to apply. Flows freely and levels smoothly without trace of brush marks. Dries in 6 to 8 hours.

Gallon covers 500 sq. ft., 1 coat, or 300 sq. ft., 2 coats. See colors listed below in Wards Spring General Catalog or write for Free Color Card.

200—White	218—Peach	256—Ivory	213—Beige
202—Light Buff	232—Ivory Tan		214—French Gray
204—Light Cream	270—Pearl Gray		255—Holland Blue
206—Pale Orchid	217—Nile Green		215—Medium Green
212—Lettuce Green	209—Pale Green		211—Lt. Azure Blue

Be sure to state color wanted on your order.

75 G 8093—1 Pint. Ship. wt. 2 lbs. 4 oz. 43c
575 G 8094—1 Quart. Ship. wt. 4 lbs., 4 oz. 75c
575 G 8094—½ Gallon (2 Quarts). Ship. wt. 8 lbs. $1.38
575 G 8095—1 Gallon. Ship. wt. 15 lbs. 2.57

Coverall Semi-Gloss Paint—Standard Quality

55c QUART

A good low priced, washable Paint for use anywhere inside—on walls, woodwork or radiators. Gives a soft, mellow, semi-gloss finish. An economical choice for all surfaces where the bright finish of gloss enamel is not desired. Dries overnight. Gallon covers 500 sq. ft., 1 coat or 250 sq. ft., 2 coats.

Furnished in the same 16 colors as Wards Certified Semi-Gloss Enamel above. Be sure to state color wanted on your order.

75 G 8060—1 Pint. Ship. wt. 2 lbs. 4 oz. 33c
575 G 8061—1 Quart. Ship. wt. 4 lbs. 4 oz. 55c
575 G 8061—½ Gallon (2 Quarts). Ship. wt. 9 lbs. 98c
575 G 8063—1 Gallon. Ship. wt. 16 lbs. $1.79

FLAT WALL PAINTS

EASY TO APPLY-EASY TO WASH

Certified Flat Wall Paint

$1.97 Gal.

A washable, lusterless, flat finish for living room, dining room, or bedroom walls and radiators. The white and light tints are made according to a newly developed formula containing Titanium Dioxide . . . a pigment with nearly twice the hiding power of other white pigments. Because Wards use this expensive, concentrated material in Certified Flat Wall Paint it has better hiding power, is easier to apply, levels more smoothly and is easier to wash than many first grade Flat Wall Paints selling for as much as $2.75 per gallon. One coat completely hides a similar color surface. Dries in 6 to 8 hours. Gallon covers 500 sq. ft., 1 coat, or 300 sq. ft., 2 coats. See actual colors listed below in Wards Spring General Catalog or write for Free Color Card.

200—White	218—Peach	256—Ivory	213—Beige
202—Light Buff	232—Ivory Tan	270—Pearl Gray	
206—Pale Orchid	209—Pale Green	215—Medium Green	
214—French Gray	217—Nile Green	212—Lettuce Green	
255—Holland Blue	204—Light Cream	211—Lt. Azure Blue	

Be sure to state color wanted on your order.

75 G 8085—1 Pint. Ship. wt. 2 lbs. 8 oz. 35c
575 G 8086—1 Quart. Ship. wt. 4 lbs. 8 oz. 58c
575 G 8086—½ Gallon. (2 Quarts). Ship. wt. 9 lbs. $1.10
575 G 8088—1 Gallon. Ship. wt. 16 lbs. $1.97

Coverall Flat Wall Paint

$1.49 Gal.

Much finer quality than usually found at such a low price. We believe it equal in hiding power and covering capacity to many first grade Flat Wall Paints selling for as much as $2.25 a gallon. While not equal to our Certified Flat Wall Paint in ease of application or in covering capacity, it produces the same soft, flat finish that can be washed without injury. Dries overnight. Gallon covers 500 sq. ft., 1 coat, or 250 sq. ft., 2 coats.

Furnished in same colors as Certified Flat Wall Paint above. Be sure to state color wanted on your order.

575 G 6009—1 Quart. Ship. wt. 4 lbs. 4 oz. 45c
575 G 6009—½ Gallon. (2 Quarts). Ship. wt. 8 lbs. 8 oz. 85c
575 G 6011—1 Gallon. Ship. wt. 17 lbs. $1.49

Regular Kalsomine

35c 5 lbs.

Produces a soft, velvety finish that won't crack, peel or rub off. Mixes easily in hot or cold water. Easy to apply. Does not leave brush marks. Dries in an hour or two. One coat completely hides any light-colored plaster, wood or wallboard surface. 5 pounds will cover 300 to 400 sq. ft., 1 coat. On new walls, use Cold Water Size at right below before applying Kalsomine. Colors:

200—White	213—Beige
218—Peach	256—Ivory
270—Pearl Gray	232—Ivory Tan
209—Pale Green	202—Light Buff
217—Nile Green	214—French Gray
206—Pale Orchid	212—Lettuce Green
204—Light Cream	211—Lt. Azure Blue

State color wanted on your order.

75 G 8326—5 lbs. Ship. wt. 6 lbs. . . 35c

Varnish Wall Size

A high grade pigment and varnish Size. Use on new plaster walls before painting or enameling. Seals old surfaces and prevents flat spots in finished job. Gallon covers 400 sq. ft., one coat. Ship. wts. 3 lbs. and 11 lbs.

575 G 8760—1 Quart. 49c
575 G 8762—1 Gallon. $1.69

Washable Kalsomine

45c 5 lbs.

A flat Wall Paint in powder form that combines the economy of Kalsomine with the long wearing and fine washing qualities of Flat Wall Paint. Use on walls and ceilings of any room in your home where a low priced finish is desired.

Mix 5 pounds with 2 quarts of water and ½ pint boiled linseed oil. This makes 1 gallon of paint, which will cover 375 to 500 sq. ft. 1 coat. Apply like Kalsomine. It has the same flat finish, the same one-coat hiding power, but you can wash off dirt, dust and finger marks with mild soap and water. Dries in one or two hours to a beautiful, soft, lusterless flat finish.

Furnished in same 14 colors as Regular Kalsomine at left. Be sure to state color wanted on your order.

75 G 8153—5 lbs. Ship. wt. 6 lbs. . . 45c

Cold Water Size

High grade quick-drying Wall Size in powder form, ready to mix with cold or hot water. Use on new plaster walls before applying Kalsomine to prevent lime spots from discoloring finished job. Pound makes 6 quarts of size. Ship. wt. 1 lb. 8 oz.

75 G 8952—1-pound 19c

Wards One Coat Flat Wall Paint

- Washable Casien Paint in Paste Form
- One Coat Covers—Dries in 40 Minutes
- Absolutely Odorless—No Primer Needed

$1.98 Gallon

The same type of paint that was used so extensively at the last World's Fair. The only paint that would retain its brilliant color without fading. Now it is rapidly replacing all other paints for inside painting in homes, hotels, stores, hospitals and offices. And no wonder . . . it has all the desirable qualities of the best oil paint and is more economical . . . dries quicker . . . has absolutely no odor . . . does not require any size or priming coat.

Wards One Coat Flat Wall Paint contains casien. It is made in soft, paste form. Convenient to use . . . no oil or chemical thinner is required. Just mix one gallon of paste with two quarts of water. This makes 1½ gallons of paint that covers 600 to 800 sq. ft. on smooth surfaces.

One coat completely hides any paint, plaster, wood, metal, wallboard or canvas surface. Much easier to apply than oil paint. Dries in 40 minutes. Produces a beautiful, flat finish that can be washed with mild soap and water. Use on any inside wall or ceiling.

Choice of 14 beautiful colors. See actual colors in Wards Spring General Catalog or write for Free Color Card.

200—White	202—Light Buff	232—Ivory Tan	206—Pale Orchid
256—Ivory	217—Nile Green	204—Light Cream	212—Lettuce Green
218—Peach	209—Pale Green	214—French Gray	211—Lt. Azure Blue
	213—Beige	270—Pearl Gray	

Be sure to state color wanted on your order.

575 G 7386—1 Quart. Ship. wt. 5 lbs. 55c
575 G 7388—1 Gallon. Ship. wt. 19 lbs. $1.98

Wards COLOR VARNISH

Ideal for Woodwork

Excellent for Old Floors

STAINS AND VARNISHES AT ONE STROKE OF THE BRUSH

Certified Color Varnish—Supreme Quality

56c PINT

97c QUART

$3.54 GALLON

A combination stain and varnish for use anywhere inside . . . on floors, furniture or woodwork. Produces a beautiful and durable finish that combines rich, deep tone of fine stain with bright, tough gloss of high grade varnish.

Contains a large percentage of Bakelite. That's why it is tougher, more durable, more resistant to soap and boiling water than most first quality Color Varnishes selling for as much as $4.50 per gallon. Also contains Tung oil which makes it waterproof, quick drying and easy to apply. Dries in 4 to 6 hours. Quart covers 150 sq. ft., 1 coat. On badly discolored floors, first use Ground Coat below.

See Colors in Wards Spring General Catalog, or write for Wards Free Color Card.

185—Light Oak 188—Walnut 187—Dark Oak
194—Red Mahogany 195—Brown Mahogany

Be sure to state color wanted on your order.

75 G 8110—1 Pint. Ship. wt. 1 lb. 8 oz. **56c**
575 G 8111—1 Quart. Ship. wt. 2 lbs. 12 oz. **97c**
575 G 8113—1 Gallon. Ship. wt. 10 lbs. **$3.54**

Coverall Color Varnish—Standard Quality

59c QUART

$2.10 GALLON

Good, low priced Color Varnish. Stains and varnishes at one stroke of the brush. Has rich color of fine Stain and high gloss of good Varnish. Economical for furniture and woodwork, but not as long wearing on floors as our Certified Color Varnish. Dries in 6 to 8 hours. Quart covers 150 sq. ft., 1 coat. On badly discolored surfaces first use Ground Coat below. **Same colors as above.**

Be sure to state color wanted on your order.

75 G 7201—1 Pint. Ship. wt. 1 lb. 8 oz. **35c**
575 G 7202—1 Quart. Ship. wt. 2 lbs. 12 oz. **59c**
575 G 7204—1 Gallon. Ship. wt. 10 lbs. **$2.10**

Certified Ground Coat—Use as Undercoat

59c QUART

A uniform, buff color, flat finish. Use as first coat under Certified or Coverall Color Varnish. Saves expensive scraping jobs on badly discolored surfaces. One coat completely hides old surface. Also used when a light shade of Color Varnish is applied over dark surface. Dries overnight. Gallon covers 400 sq. ft., one coat.

75 G 8135—1 Pint. Ship. wt. 2 lbs. 4 oz. **35c**
575 G 8136—1 Quart. Ship. wt. 4 lbs. **59c**
575 G 8138—1 Gallon. Ship. wt. 16 lbs. **$2.15**

WARDS DURABLE FLOOR AND PORCH ENAMEL

Certified Floor and Porch Enamel—Supreme Quality

74c QUART

$2.68 GALLON

For years outstanding among fine Floor Paints. Tests prove it quicker drying, more durable and more resistant to weather than many first grade floor paints selling for one third more. Brushes on like high grade paint but has the high gloss and is as washable as fine enamel. Completely hides old surface in one coat (2 coats are recommended for longest wear). Oil, grease or scalding soap suds will not turn it white. Dries in 4 to 6 hours and can be given second coat in 12 hours. Use anywhere inside or out . . . on wood, concrete or linoleum floors, porches, steps, walks, garden furniture and boat decks. Gallon covers 600 to 800 sq. ft., 1 coat. See colors in Wards Spring General Catalog.

408—Brown Walnut 405—Dark Oak 432—Lettuce Green
402—Golden Tan 461—Light Gray 404—Steel Gray
400—Oak 422—Dove Gray

Be sure to state color wanted on your order.

575 G 8125—1 Quart. Ship. wt. 3 lbs. 8 oz. **74c**
575 G 8126—1 Gallon. Ship. wt. 13 lbs. **$2.68**

Coverall Floor Paint—Standard Quality

54c QUART

A good, long wearing, low priced Paint for use on inside wood, cement, or linoleum floors. Brushes out smoothly and dries in 6 to 8 hours to a good gloss. One coat hides a similar color surface perfectly. Gallon covers 600 sq. ft., 1 coat. **Same colors as Certified above. Be sure to state color wanted on your order.**

575 G 8145—1 Quart. Ship. wt. 3 lbs. 12 oz. **54c**
575 G 8146—1 Gallon. Ship. wt. 14 lbs. **$1.84**

YOU CAN'T BUY *Finer Varnish*

YET WARDS SAVE YOU 25% TO 45%

Certified Marproof Floor Varnish — 95c Quart

• Clear Inside Varnish—Dries in 4 Hours

ead at right how tests prove Wards Certified arproof Floor Varnish equal to the finest Varnish lling for $5.25 a gallon. Without reservation we commend Marproof Varnish as the best varnish e know of for floors, furniture, woodwork and noleum. We have found it slightly tougher than ny other varnish tested and equally resistant to ap, alcohol, and boiling water. Marproof has a ear, brilliant gloss and deep, tough film. In doorays, halls and spots where traffic is heaviest, it will rotect the surface and retain its luster.

Easy to apply. Dries in 4 to 6 hours. Gallon vers 600 to 700 sq. ft., 1 coat.

75 G 9005—1 Pt. Ship. wt. 1 lb. 8 oz.....54c
75 G 9006—1 Qt. Ship. wt. 2 lbs. 12 oz.....95c
75 G 9008—1 Gal. Ship. wt. 10 lbs.....$3.39

Certified Super Spar Varnish — $1.19 Quart

• Clear—Fast Drying—Use Inside or Out

As fine an all-purpose Varnish as you can buy, regardless of the price. It has all the fine qualities of Marproof Floor Varnish (see tests at right) and is also suitable for use outdoors. It is unsurpassed in resistance to hard wear. Under exposure to the weather . . . sun, rain, ice, snow and salt water . . . Super Spar stands up longer than many so-called special Marine Varnishes. It is the ideal Varnish for all home uses—inside or out—on furniture, floors, stairs, linoleum, woodwork, doors, boats, window sills, etc., . . . wherever a tough clear finish is wanted. Dries in 4 to 6 hours. Gallon covers 600 to 700 sq. ft., 1 coat.

75 G 7100—1 Pt. Ship. wt. 1 lb. 8 oz.....65c
575 G 7101—1 Qt. Ship. wt. 2 lbs. 12 oz....$1.19
575 G 7103—1 Gal. Ship. wt. 10 lbs.....$4.29

Coverall Floor and Trim Varnish — 49c Quart

• Low Price, Clear Varnish for Inside Use

Vill give very satisfactory results on floors where low-priced finish is wanted. Of course, not the qual of Marproof Floor Varnish above, but a better ooking, longer-wearing varnish than you usually nd at this low price. Also suitable for interior oodwork. Dries in 6 to 8 hours. Gallon covers 00 sq. ft., 1 coat.

75 G 8645—1 Pt. Ship. wt. 1 lb. 8 oz.....30c
75 G 8646—1 Qt. Ship. wt. 2 lbs. 12 oz.....49c
75 G 8648—1 Gal. Ship. wt. 10 lbs.....$1.69

Coverall Interior Spar Varnish — 69c Quart

• Clear Waterproof Varnish for Inside Use

A good, low priced Spar Varnish for all interior purposes. Use it on floors, woodwork, furniture, linoleum—any inside surface where a clear, high gloss finish is desired. Frequent washings will not dull the gloss or turn it white. Stands hard wear remarkably well considering its low price. Dries in 6 to 8 hours. Gallon covers 600 sq. ft., 1 coat.

75 G 8620—1 Pt. Ship. wt. 1 lb. 8 oz.....39c
575 G 8621—1 Qt. Ship. wt. 2 lbs. 12 oz....69c
575 G 8623—1 Gal. Ship. wt. 10 lbs.....$2.39

Wards Certified Furniture Varnish

. clear, quick-drying Varnish specially fine for furniture and oodwork. Excellent for chair eats. Extremely hard. Will ot soften or print under body emperature. Its brilliant, mirror-like gloss is not harmed by oiling water, strong soap, hot rease, fruit juices, etc. Dries n 6 to 8 hours. Quart covers 50 sq. ft., 1 coat.

Ship. wts. 1 lb. 8 oz., 2 lbs. 2 oz., and 10 lbs.

75 G 8670—1 Pint.....44c
75 G 8671—1 Quart.....78c
75 G 8673—1 Gallon....$2.95

Wards Certified Linoleum Varnish

A high grade, fast drying, clear Varnish. It forms a high gloss, tough, elastic finish that protects the surface . . . freshens and brightens the pattern . . . makes the floor much easier to keep clean.

Boiling water, hot grease, ammonia, or strong soap will not harm this excellent finish. Brushes out smoothly. Dries in 4 to 8 hours. Quart covers 200 sq. ft., 1 coat. Ship. wts. 1 lb. 8 oz., 2 lbs. 12 oz. and 10 lbs.

75 G 8715—1 Pint.....49c
575 G 8716—1 Quart.....87c
575 G 8718—1 Gallon.....$3.15

Wards Certified Linoleum Lacquer

Has all the fine appearance of our Linoleum Varnish at left . . . is even clearer, slightly tougher, longer wearing and dries in just one hour. It has a hard brilliant gloss easy to keep clean. Not harmed by boiling water, strong soap suds, ammonia, or hot grease. Quart covers 150 sq. ft., 1 coat.

Do not use on paint or varnish or inlaid linoleum less than six months old. Ship. wts. 1 lb. 8 oz. and 2 lbs. 12 oz.

75 G 8945—1 Pint.....55c
575 G 8946—1 Quart.....98c

Six Tests Prove Only Difference Is the Price

These wood panels were photographed after each had been subjected to the 6 severe tests described below. One is finished with 3 coats of Wards Marproof Floor Varnish, the other with 3 coats of a fine nationally advertised varnish.

Note how both panels are still in perfect condition . . . that each retains its high gloss and tough film. The only difference in these varnishes is the price . . . you save 30% at Wards.

Read Below Details of These Tests

Fast Drying
Both Varnishes took about 4 hours to dry properly. Each was easy to apply. Both leveled smoothly without brush marks to a brilliant mirror-like gloss.

Wear Resistant
It took 3.4 lbs. of sharp carborundum particles dropped from a height of 6 ft. to wear through the surface of Wards Varnish and 2.9 lbs. to wear through the other. This test is equivalent to 3 years' service on a floor.

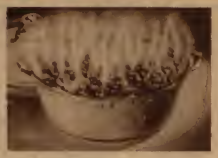
Soap Resistant
The lower part of each panel was submerged in a strong soap and lye solution for 24 hours. Note that this test, equivalent to more than 500 washings, did not mar the gloss of either varnish.

Hot Water Proof
The same part of each panel was placed in boiling water for 10 hours. This severe test did not dull the fine gloss on either panel or turn the finish white. Boiling water—or even hot grease will not mar the beauty of Marproof Floor Varnish.

Alcohol Resistant
Next we poured 180 proof alcohol on both panels. After full 20 minutes the tough surface had not been softened or the luster dulled. The alcohol was lighted. Even this unusual test did not harm either finish.

Chip-proof
Hard blows with a hammer failed to chip the finish on either panel although the wood was dented. On your floors Marproof Floor Varnish won't chip or scratch when heavy objects are dragged across it.

You can pay up to $2.75 a quart but- You Can't Buy a Finer Enamel



Heat Proof
Hot Dishes . . . even boiling water cannot injure Wards Dry Fast Enamel.

Chip-Proof
Sharp blows of a hammer can't crack, scratch or chip the tough surface.

Soap Resistant
Frequent scrubbing with soap and hot water won't mar its rich luster.

Certified Dry Fast Enamel—Supreme Quality

54c PINT

89c QUART

$3.37 GALLON

For resistance to wear . . . for covering capacity . . . for permanent colors and beauty, Dry-Fast matches or surpasses any other Enamel we know of. It is the ideal finish for furniture, woodwork, toys, baby carriages, toilet seats, lamps, waste baskets, flower stands, bric-a-brac, etc. Flows freely and levels smoothly without traces of brush marks. One coat covers old surface. Dries dust-free in 1 hour.

With just a few cans of Wards Dry-Fast Enamel, and a new brush you can transform dull, drab rooms into bright cheerful ones. It's so easy to do . . . thousands of women who never painted before get perfect results the first time.

Quart finishes large breakfast table and 4 chairs with 2 good coats. Gallon covers 500 sq. ft. 1 coat.

See actual colors listed below in Wards Spring Catalog or write for Free Color Card.

700—Brilliant White	724—Orchid	716—Golden Oak
706—Chrome Yellow	709—Lettuce Green	728—Orange
702—Brilliant Black	732—Med. Green	707—Walnut
715—Simmons Brown	708—French Gray	718—Vermilion
710—Turquoise Blue	704—Ivory	714—Jade Green
712—Spanish Blue	705—Cream	726—Apple Green

Be sure to state color wanted on your order.

75 G 8080	½ pt. Ship. wt. 1 lb. 4 oz.	33c
75 G 8081	1 pt. Ship. wt. 2 lbs. 4 oz.	54c
575 G 8082	1 qt. Ship. wt. 4 lbs.	89c
575 G 8082	½ gal. (2 qts.). Ship. wt. 8 lbs.	$1.69
575 G 8084	1 gal. Ship. wt. 15 lbs.	3.37

For Toys

Woodwork

Furniture

Coverall Quick Drying Enamel—Standard Quality

39c PINT

65c QUART

A good, low price decorative enamel for use on furniture, woodwork, toys, etc. The bright colors have a high gloss that is not harmed by washing. Easy to apply and dries overnight. Quart finishes large breakfast table and four chairs with 2 coats. Gallon covers 500 sq. ft., 1 coat. Same 18 colors as listed for Certified Dry Fast Enamel above. **Be sure to state color wanted on your order.**

75 G 6112	1 pt. Ship. wt. 2 lbs.	39c
575 G 6113	1 qt. Ship. wt. 3 lbs. 10 oz.	65c
575 G 6115	1 gal. Ship. wt. 14 lbs.	$2.29

FIRST QUALITY ENAMELS FOR SPECIAL PURPOSES

Stove and Pipe Enamel

A high quality, ready mixed, heat-resisting, black enamel for stoves, stove pipes, furnaces, coal buckets, etc. Use on any metal surface to prevent rust. Dries in a few hours to a hard, jet black gloss. Not for surfaces that get red hot. Pint finishes average coal range. Ship. wts. 10 oz., 1 lb., and 1 lb. 8 oz.

75 G 8405	¼ pint	18c
75 G 8400	½ pint	25c
75 G 8404	1 pint	39c

Enamel Undercoat

A flat, white undercoat for use under enamel. Insures a smooth, lustrous finish on any surface. Hides the old surface completely and gives the top coat of enamel a fine deep tone. Better and cheaper than extra coats of enamel. Dries overnight. Gallon covers 600 sq. ft., one coat. Ship. wts. 1 lb. 8 oz., 2 lbs. 8 oz., 4 lbs. 8 oz., and 17 lbs.

75 G 8471	½ pint	25c
75 G 8472	1 pint	39c
575 G 8473	1 quart	65c
575 G 8475	Gallon	$2.10

Aluminum Enamel

Brighten up radiators, ornaments, etc., with this high grade lacquer-enamel. Forms a smooth, permanent finish on any wood or metal surface. Will not rub off. Resists heat and rust. Pint finishes four average size radiators. Furnished in two-compartment can . . . pigment in top and liquid in bottom. Easy to mix. Ship. wts. 8 oz., 10 oz., 1 lb. 12 oz., and 3 lbs.

75 G 8792	⅛ pint	13c
75 G 8793	¼ pint	19c
75 G 8798	1 pint	45c
575 G 8799	1 quart	75c

Gold Enamel

A bright lacquer-enamel for radiators, bric-a-brac, picture frames, etc. Use on any metal or wood surface. Produces hard, smooth finish. Resists heat and rust. Won't rub off. In 2-compartment cans. Dry powder pigment in top and liquid in bottom. Easy to mix and apply.

Pint finishes 4 average radiators. Ship. wts. 8 oz., 10 oz., 1 lb. 12 oz., 3 lbs.

75 G 8794	⅛ pint	17c
75 G 8795	¼ pint	24c
75 G 8796	1 pint	63c
575 G 8797	1 quart	$1.15

Aluminum Stove Enamel

A high grade, ready mixed enamel with a lasting, silvery luster. Especially recommended for all metal surfaces that get hot. Excellent for steam and hot water radiators, hot air pipes and registers, nickelware on furnaces, stoves, etc. Use anywhere inside or out to keep metal surfaces free from rust. Dries quickly. Pint finishes average stove. Ship. wts., 1 lb., 1 lb. 12 oz. and 3 lbs.

75 G 8401	½ pint	29c
75 G 8402	1 pint	49c
575 G 8403	1 quart	89c

IF YOU WANT THE BEST LOOKING HOUSE ON THE STREET
Use Wards SUPER HOUSE PAINT

Covers 400 to 500 Sq. Ft. - 2 Coats

Here's Proof of Quality—

Super House Paint is made according to recently perfected formula containing Titanium Dioxide. This formula on every can of Wards White Super House Paint is your assurance of the finest paint known to modern science.

Pigment 66.0%		Vehicle 34.0%	
White Lead	51.0%	Linseed Oil	90.0%
Zinc Oxide	28.0%	Japan Dryer	10.0%
Titanium Dioxide	12.0%		100.0%
Asbestine	9.0%		
	100.0%		

Don't confuse Titanium Dioxide with the material known as Titanium Pigment which is the trade name for mixtures usually containing about ¼ Titanium Dioxide and ¾ Barium Sulphate. Titanium Dioxide has about 3 times the hiding power of Titanium Pigment because Barium Sulphate is only a white rock (Barytes) with little or no hiding power.

Here's Proof of Durability—

Wards White Super House Paint after 4 years exposure.

Typical Titanium Pigment Paint after 4 years exposure.

Typical Pure White Lead Paint after 4 years exposure.

These actual photographs show Super House Paint still presents a beautifully white, unbroken film. Contrast this with other paints.

Here's Proof of Economy—

One coat of Wards White Super House Paint.

One coat of typical Titanium Pigment Paint.

One coat of typical pure White Lead Paint.

The above photographs of the various paints applied to a checker board show the amazing difference in hiding power.

PURE LINSEED OIL

Market prices on 100% pure Linseed Oil fluctuate from day to day. However, we guarantee the price quoted below to be our maximum price. Send the amount indicated with your order and should market prices go lower, we will refund the difference. Should market prices rise sharply we reserve the right to limit quantities.

Ship. wts. 2 lbs. 12 oz., 11 lbs. and 50 lbs.

Article No.	Item	Quart	Gal.	5-Gal.
575 G 7863	Raw Oil	36c	$1.08	$5.15
575 G 7867	Boiled Oil	38c	1.13	5.40

PURE TURPENTINE

Turpentine is sold subject to the same conditions affecting price as listed for Linseed Oil above. Send the amount indicated below with your order and we will refund any difference should market prices be lower on the day that your order is received. Ship. wts.: 1 lb. 8 oz., 2 lbs. 8 oz., and 11 lbs.

Art. No.	Pt.	Qt.	Gal.
575 G 7871	19c	30c	89c

WHITE

$2.55 GAL.

In 5 gallon cans

- Contains 12% Titanium Dioxide Pigment
- Contains 51% Pure White Lead Pigment
- Lasts Longer than Any Other Type Paint
- Hides Better on Any New or Old Surface
- Has Greater Beauty after Years Exposure

COLORS

$2.45 GAL.

In 5 gallon cans

One year ago Wards introduced Super House Paint. At that time there was only one other paint as fine . . . only one other perfect paint . . . and it sold for $1.00 more a gallon. Laboratory tests had proved the outstanding superiority of a new paint pigment called Titanium Dioxide. Wards used this new material in White Super House Paint . . . that's why it was, with one exception, the best paint on the market.

Now, in just one short year, Super House Paint has become the paint sensation of the day. Thousands of customers have used it . . . have proved for themselves that Super House Paint is unexcelled in durability, beauty, hiding power and covering capacity. Other manufacturers have imitated Super House Paint . . . but only at Wards can you get the original fine quality . . . at a savings of $1.00 per gallon.

A BRILLIANT WHITE

Wards White Super House Paint will give your home a brilliantly white, uniformly smooth finish. Exposure only intensifies its whiteness and enhances its permanent beauty. That's why we say . . . if you want the best looking house on the street use Super House Paint.

Before you buy any paint, find out how many square feet a gallon will cover. Then compare it with the full 450 to 500 sq. ft. that a gallon of Wards Super House Paint will cover with two good coats. Read directions below for ordering and thinning House Paint. Ship. wts. 95, 21, and 5 lbs.

Furnished in No. 11—Gloss White only.

State color wanted on your order.

175 G 7604—5 gal. Per gallon..... **$2.55**
575 G 7603—1 gal. Per gallon..... **2.65**
575 G 7601—1 qt. Per quart..... **.73**

18 DURABLE COLORS

A wide range of beautiful modern tints and colors, every one just as permanent, just as durable and just as beautiful as our White Super House Paint described at left. Ship. wts. 90, 20 and 4 lbs. 12 oz.

See actual colors in Wards Spring General Catalog, or write for Free Color Card.

57—Ivory	65—Ceiling Blue
21—Buff	24—Light Cream
35—Pale Gray	22—Gloss Black
62—Blue Gray	28—Colonial Yellow
20—Brick Red	30—Bungalow Brown
15—Pearl Gray	40—Chocolate Brown
42—Blind Green	32—Modern Brown
43—Emerald Green	48—Light Jade Green
45—Lettuce Green	16—Colonial Cream

State color wanted on your order.

175 G 7604—5 gal. Per gallon **$2.45**
575 G 7603—1 gal. Per gallon..... **2.55**
575 G 7601—1 qt. Per quart..... **.71**

How to Thin House Paint

With each gallon of Super House Paint, order quantity of raw Linseed Oil and Turpentine listed below and thin according to directions on label.

Kind of Surface to be Painted	No. of Coats	Order for Each Gallon of Paint	
		Raw Oil	Turp.
New Lumber	2	1 quart	1 pint
New Lumber	3	1 quart	1 pint
Painted Surfaces	2	1 pint	½ pint
Painted Surfaces	3	1 pint	1 pint

How to Order

To find number of gallons of paint needed . . . multiply the distance (in feet) around house by height of eaves. Divide this total by 450 which is the number of square feet each gallon of paint covers. This will give you the total number of gallons needed.

Trimming — Order 1 gallon of trim color for every 4 gallons of body color. Apply 2 coats of trim for best results.

Always be sure to state color wanted on your order.

Professional Outfit

(P) Includes hard maple, brass bound Straight Edge; Zinc Strip; and improved Rotary Trimmer with sharp 2-in. tool steel blade. Ship. wts.: 8 lbs., 9 lbs. and 1 lb. 4 oz.

475 G 827—Outfit with 6 ft. Straight Edge..... **$5.95**

475 G 828—Outfit with 7-ft. Straight Edge..... **$6.50**

575 G 825 — Rotary Trimmer only. Price..... **$2.98**

Straight Edge

(R) Well made of hard Maple. Cannot warp or twist. Has clear, easy-to-read figures for accurate cutting. Use with any Wheel Knife listed below or with outfit at right. It makes a much neater job when paper is cut on a straight edge. Ship. wt.: 4 lbs.

475 G 830—6 ft. long. Each..... **$1.00**

475 G 831—7 ft. long. Each... **$1.25**

Trimming Outfit

(S) An inexpensive outfit that does neat, accurate cutting. Recommended for amateurs who hang their own paper. Outfit consists of simple Rotary Cutter with sharp steel blade and a 5 foot Straight Edge grooved for cutter and graduated in inches. Will cut several sheets at one time. Ship. wt. 3 lbs.

475 G 824—Outfit..... **$1.35**

LOW PRICED PAPERHANGER'S OUTFIT

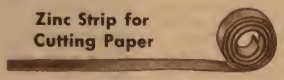
98c Complete

Especially suitable for the home owner who does his own decorating. Each item is well made and would cost almost 50% more if bought separately. Outfit consists of: 10-in. Smoothing Brush with two rows of white fiber bristles; 3-in. Wall Scraper with sharp edge; Wheel Knife with 1½-in. blade for cutting paper; Seam Roller with 1¾-in. Maple face; Trimming Knife with sharp tool steel blade 3½ by 1¼ in. for trimming around woodwork.

Shipping weight 1 lb. 12 oz.

75 G 899—Complete Outfit..... **98c**

Zinc Strip for Cutting Paper



To place under wallpaper while cutting. 3-in. wide. State length, 6 or 7 ft.

475 G 826—Per roll. Ship. wt. 2 lbs..... **25c**

Kalsomine Sponges

Soft, absorbent and pliable. For washing walls, woodwork, autos, etc. Diam. wet about 8 in. Wt. 6 oz.

75 G 887 — "Sheeps wool" Longestwearing **77c**

75 G 886—Low priced "Yellow" Sponge.... **33c**

Wheel Knife

(A) Has 2-in. sharp steel blade and patented device to keep blade clean. Ship. wt. 5 oz.

75 G 806 Each.... **49c**

Wheel Knife

(B) Wheel Knife with 1½-inch serrated blade for cutting several sheets. Shpg. wt. 5 oz.

75 G 805 Each.... **39c**

Wheel Knife

(C) A good, low priced Knife with 2-in. steel wheel-type blade. Shipping weight 4 oz.

75 G 810 Each.... **33c**

Trim Knife

(D) Sharp tool steel blade 3⅛ by 1⅜ in. For trimming around doors, windows. Ship. wt. 4 oz.

75 G 812 Each.... **19c**

Smoothing Brushes—A Choice of Three Qualities

Our finest Smoothing Brush. Two rows highest quality black horsehair bristles 2 in. long, securely held in strong hardwood handle. Shipping wt. 12 oz.

75 G 773—10 in..... **79c**

75 G 774—12 in..... **87c**

Good quality Smoothing Brush for all general purposes; has 2 rows black horsehair bristles 2 in. long firmly set in hardwood handle. A very popular value. Shipping weight 12 oz.

75 G 793—12 in..... **55c**

A real bargain in a good Smoothing Brush that will give satisfactory service for occasional use. Two rows of 2-in. white bristles in hardwood handle. Shipping weight 12 oz.

75 G 771—12 in..... **23c**

Seam Roller

(E) Clear Maple with 1 in. or 1¾ in. oval face. Ship. wts. 6 oz. and 7 oz.

75 G 870 1 in..... **23c**

75 G 875 1¾ in... **39c**

Base Trimmer

(F) Trimming knife and wheel knife with 1½ in. diam. steel, saw-tooth blade. Unusual value. Ship. wt. 4 oz.

75 G 809 Each..... **35c**

Wall Scraper

(G) Professional type Scraper with fine flexible steel blade 3 in. by 4 in. Riveted handle. Ship. wt. 7 oz.

75 G 878 Each..... **35c**

Putty Knife

(H) Flexible steel blade 1¼ in. by 3⅝ in. Handle riveted to blade. A fine tool. Shipping weight 6 oz.

75 G 840 Each.... **18c**

Extension Planks

Telescope style. Strips fastened with bolts. Width 10¾ in. Ship. wts. 26 and 42 lbs.

475 G 990 — 6 ft. Ext. 10½ ft..... **$2.85**

175 G 991—8ft. Ext. 13½ ft..... **$4.10**

Utility Brush

Long-life paint brush. Spreads smoothly and easily. Pure black Chinese bristles 3⅝ in. long. Width 6 in. Shipping weight 1 lb.

75 G 958 Each.. **$1.00**

Paste Brush

Low-pricedbrushfor home decorators. Good white fiber bristles 3⅜ in. long. Hardwood handle. Width 7 in. Shipping weight 1 lb. 4 oz.

75 G 781— Price..... **45c**

Time Saver

A handy tool that makes painting woodwork, windows, etc. fast and easy. Prevents brush from daubing paint where not wanted. Ship. wt. 11 oz.

75 G 852—Each **15c**

Glass Cutter

(K) A good low-priced cutter with 1 sharp Cutting Wheel. Shipping weight 4 oz.

75 G 915 Each..... **8c**

Glass Cutter

(L) Turret Head Cutter with 6 Cutting Wheels of high grade steel. Shipping weight 6 oz.

75 G 901 Each..... **19c**

Shears

(M) Tool steel blades hardened and tempered. Ship. wt. 1 lb.

75 G 791–Length 12 in. Each..... **89c**

Shears

(N) Nickel-plated. Ship. wts. 12 oz., 14 oz. and 1 lb.

75 G 795 10 in..... **65c**

75G796—12". **79c**

75G797-14". **98c**

Table Trestle

A strong, steady wood frame base for your pasting and cutting board. Adjustable 30 to 35 in. ht. Folds to 2½ by 2½ by 41 in. Ship. wt. 8 lbs.

475 G 820— Per Pair..... **$1.55**

Paste Board

Strong basswood ½ in. thick, with zinc cutting strip. Open, 22 in. wide; closed, 11 in. Ship. wts. 18 and 19 lbs.

475 G 821— 6 ft..... **$2.89**

175 G 822—7 ft.. **$2.98**

Paste Table

White Pine top and legs. Cross-braced. Folds flat. Zinc cutting strip included. Open, 22in.wide; Ht. 33in.

175 G 814—6 ft. Ship. wt. 26 lbs..... **$5.95**

175 G 818—7 ft. Ship. wt. 28 lbs..... **$6.50**

It's Easy to See How Much Paper You Need

Size of Room in Feet	Double Length Rolls of Sidewall Necessary, According to Height of Room				Yards of Border	Double Length Rolls of Ceiling
	8 Ft.	9 Ft.	10 Ft.	11 Ft.		
8 by 8	4	5	5	6	12	1
8 by 10	5	5	6	6	14	2
8 by 12	5	6	6	7	15	2
8 by 14	6	6	7	7	16	2
9 by 10	5	5	6	7	14	2
9 by 12	5	6	7	7	16	2
9 by 14	6	7	7	8	17	2
9 by 16	6	7	8	8	18	3
10 by 10	5	6	6	7	15	2
10 by 12	6	6	7	7	16	2
10 by 14	6	7	8	8	18	3
10 by 16	7	7	8	9	19	3
12 by 12	6	7	8	8	18	3
12 by 14	7	7	8	9	19	3
12 by 16	7	8	9	10	21	4
12 by 18	8	9	9	10	22	4
13 by 13	7	7	8	9	19	3
13 by 14	7	8	8	9	20	3
13 by 15	7	8	9	10	21	4
13 by 16	7	8	9	10	21	4
13 by 18	8	9	10	11	22	4
14 by 14	7	8	9	10	20	4
14 by 15	7	8	9	10	21	4
14 by 16	8	9	10	10	22	4
14 by 18	8	9	10	11	23	4
15 by 15	8	9	10	10	22	4
15 by 16	8	9	10	11	22	4
15 by 18	8	9	10	11	24	5
15 by 20	9	10	11	12	25	5
16 by 16	8	9	10	11	23	4
16 by 18	9	10	11	12	24	5
16 by 20	9	10	11	13	26	5

Deduct one double roll of Sidewall for every four average size openings (doors or windows).

See at a Glance What Your Paper Will Cost

For your convenience in making selections, the total cost of paper for average rooms has been figured for you on the back of each sample. You can see, at a glance, how economically you can buy Wall Paper and what savings you can make at Wards.

State Sales Tax Information

State Sales Taxes do not ordinarily apply to merchandise shipped from one state to another. The sale and shipment of such merchandise is Interstate Commerce. If your state has a Sales Tax, you pay no tax on goods shipped from another state. If Wards Mail Order House to which you send your order is in a different state from yours, omit any State Sales Tax.

NOTICE: If during the life of this catalog, direct or indirect means of raising prices are adopted by the Government, we may be affected. Furthermore, certain states have already passed laws imposing sales taxes and special taxes. Other states and the Federal Government may do also. These situations of course will have to be met by price adjustments.

We've Already Done the Figuring for You

On the chart to the left, find the size room that corresponds to *your* room. If yours is not *exactly* like any listed, use the next larger size.

Run your finger across to the column that gives you your correct room *height*. This column tells how many double rolls of sidewall paper your room requires. The last two columns tell how much border and ceiling are needed.

Do not allow for doors or windows until you have first consulted chart for number of rolls needed for the room. Then—deduct one double roll of sidewall for every four ordinary size openings (doors and windows).

Extra Large or Irregularly Shaped Rooms

For halls, ceilings or stairways of irregular shape, or for rooms larger than those listed on the chart—find the number of square feet of wall space or ceiling to be covered and divide it by sixty (the number of square feet in a double roll of standard 18-inch paper, allowing a little waste for matching). This will be the number of double rolls of paper you need. For 30-inch paper divide by 90 to find number of bolts needed. The number of feet around the room multiplied by its height gives you the number of square feet in the walls. For ceiling multiply the length of the room by the width.

Keep an Extra Roll on Hand

It is always best to order a *little more* rather than the *exact amount* of paper needed. Don't run the risk of delaying the job while you send for more paper. Allow a little for matching. Keep an extra roll on hand for patching and repairing.

In *ordering* just *send us the pattern number* shown on the back of the sample and *state amount wanted*. Do not tear sample out of this book! In *reordering* paper to match, *enclose a sample* torn from the roll so we can match it perfectly.

Side Walls and Ceilings Come in *Double Length Rolls Only* as this prevents waste in matching. For instance, you could get only two strips of sidewall paper out of a single roll (8 yards) for a room with a nine-foot ceiling but you can get five lengths out of a double roll (16 yards) and allow three feet of waste for matching. Borders are sold by the Yard so you can get as much or as little as you want.

HOW MUCH POSTAGE TO SEND

When ordering, estimate postage required and add it to your remittance. If you send too much, *we will refund every cent not actually needed for postage.* To determine how much postage to send, figure total shipping weight of your order. Then figure, from chart below, how much it will cost to ship that much weight to your zone. If you do not know what zone you live in, refer to the Parcel Post Map in Wards General Catalog, or ask your postman. Packages weighing 8 ounces or less may be mailed anywhere in the United States at 1½c for each 2 ounces or less. Packages weighing more than 8 ounces go according to the *pound rates* to your Zone, as shown in table below. The Post Office counts any part of a pound as the next full pound. (Example: 3 lbs. 8 oz. counts as 4 lbs.)

Shipping Weight	Local Zone	Zones 1 and 2 Not over 150 Miles	Zone 3 151 to 300 Miles	Zone 4 301 to 600 Miles	Zone 5 601 to 1000 Miles
1 Lb.	7c	8c	9c	10c	11c
2 Lbs.	8c	10c	11c	14c	17c
3 Lbs.	8c	11c	13c	17c	22c
4 Lbs.	9c	12c	15c	21c	27c
5 Lbs.	9c	13c	17c	24c	33c
7 Lbs.	10c	15c	21c	31c	43c
10 Lbs.	12c	18c	27c	42c	59c
15 Lbs.	14c	24c	37c	59c	86c
20 Lbs.	17c	29c	47c	77c	$1.12
25 Lbs.	19c	35c	57c	94c	1.39
30 Lbs.	22c	40c	67c	$1.12	1.65
40 Lbs.	27c	51c	87c	1.47	2.18
50 Lbs.	32c	62c	$1.07	1.82	2.71
60 Lbs.	37c	73c	1.27	2.17	3.24
70 Lbs.	42c	84c	1.47	2.52	3.77

Packages weighing not more than 70 lbs. and measuring not more than 100 in. (length plus girth at widest point, combined) may be mailed to all zones. For Freight and Express rates see Wards General Catalog.